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TECHNICAL ROOM

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22ND year

THE NEWSWEEKLY OF RADIO AND TV

XUM

RADIO LISTENING DOMINATES IOWA HOME LIFE!

UNIVERSITY OF TULSA
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LIBRARY

Radio listening is far and away the most dominant activity in the average Iowa home. Time spent "Working in the Home" is the only close competition!

These facts were taken from the 1952 Iowa Radio-Television Audience Survey. They were compiled from "In-Home Activities Diaries" kept quarter-hour by quarter-hour by 1,164 Iowa families the day following personal interviews by trained researchers.

The 1952 Study proves again that, in Iowa, radio is far more than a leisure-time source of relaxation. Iowans depend upon radio for news, weather and market reports, for home-making hints and recipes, for music and entertainment, for educational enlightenment and spiritual guidance. *Radio penetrates and reflects Iowa life!*

—AND WHO IS IOWA'S BEST ADVERTISING BUY!

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

Go where there's GROWTH...

KENTUCKY

INDUSTRY FARMING

Wages and Wool

In 1951, more than 30,000 workers were added by Kentucky industries. Annual payrolls grew approximately $84,000,000 through new industries and plant expansions. More than *one billion dollars* were invested in Kentucky's industrial development. All over Kentucky there are farm gains, too! The 1951 wool crop brought Kentucky farmers an income of $3,864,000, which was 188% more than the 1950 crop — and $1,567,000 above the latest ten-year average!

Go where there's GROWTH...

GO WHAS!

No other station — or group of stations — in this market can match the audience delivered by WHAS seven days a week; morning, afternoon and night.
(Benson and Benson)

CBS

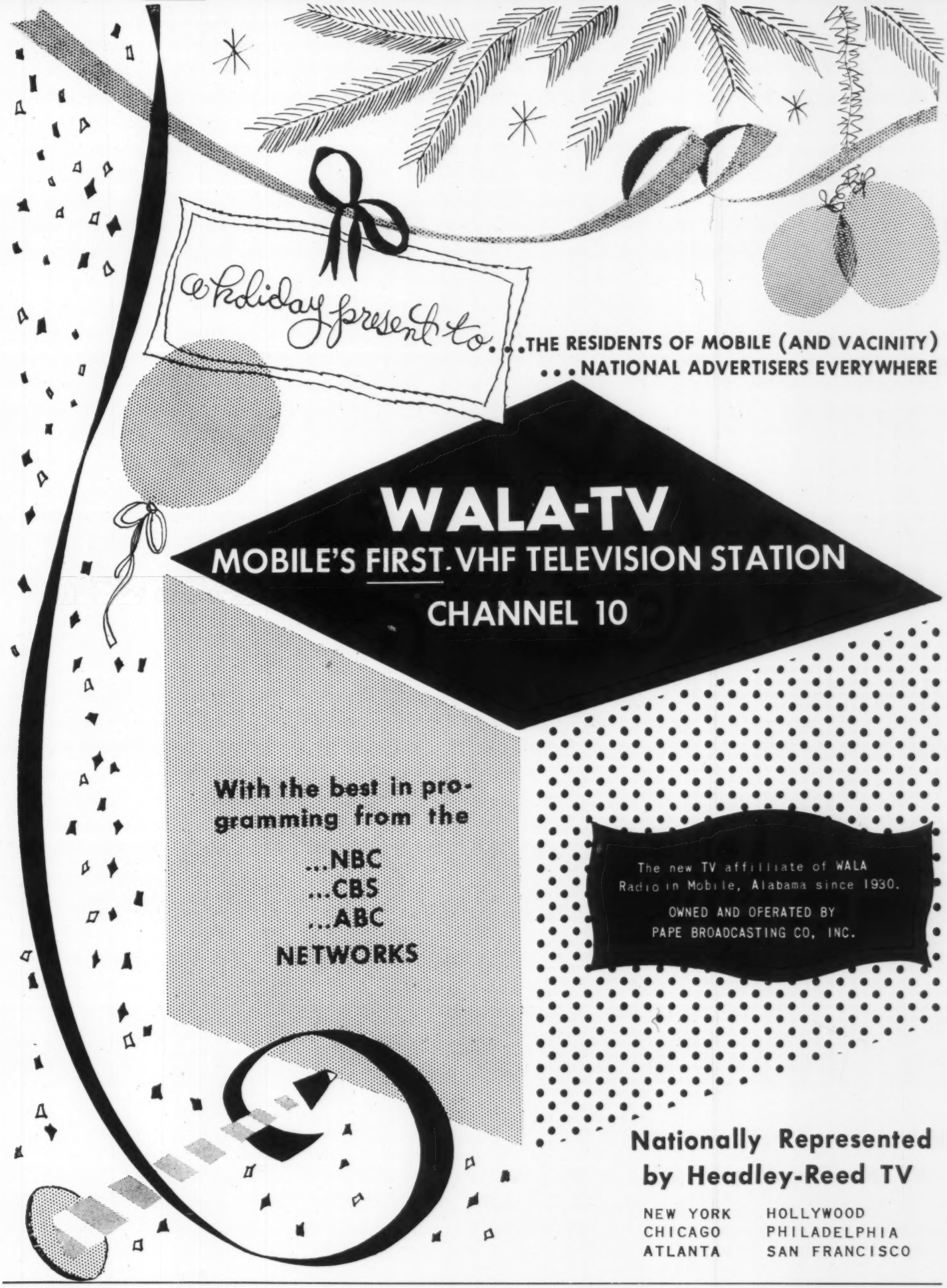
WHAS

Louisville, Kentucky

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Assistant Director
Represented Nationally by Henry I. Christal Co., New York, Chicago

XUM



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WGAL- AM TV FM
Lancaster
Pennsylvania
A Steinman Station
Clair R. McCollough, President

Represented by
ROBERT MEEKER ASSOCIATES
New York Chicago San Francisco Los Angeles

at deadline

CLOSED CIRCUIT

WITH LESS than month remaining before Harry S. becomes former President Truman, we'll hazard guess that upon his retirement he will establish offices in New York to handle his new business affairs. These will include his "writing" (maybe syndicated newspaper column) and probably broadcast work (maybe "loyal opposition" critique on both radio and TV over one of networks).

FCC DIDN'T have long to wait to hear from Senator McCarthy, militant Wisconsin Republican, on his plan to investigate FCC on purported grounds of favoritism and other transgressions. It's learned Senator McCarthy last week asked for data on applications filed, dates received, when acted upon and pertinent information. While in its present form, requests would not disrupt FCC's handling of TV it's obvious that any wholesale requisitioning of records would put serious crimp in staff work. FCC under mandate of last Congress to speed up TV action was given special appropriation to do job.

LONG-STANDING proposal for erection of large-scale TV center in New York has been revived, with numerous conferences completed past few weeks by representatives of networks, film producers, advertising agencies, federal government agencies, educational institutions, and financing groups. Pushing project is New York City's Dept. of Commerce, which reports "considerable enthusiasm" among all groups.

ADVERTISERS and agencies identified with Advertising Research Foundation reported chagrined over recent action of NARTB TV Board in setting up machinery for research plan for TV. So is Edgar Kobak, ARF president and also member of NARTB Radio Board. TV Board has been asked to advance $10,000 towards ARF overall project (Broadcast Advertising Bureau has put in $15,000) but this was rejected at Cat Cay meeting. Board members contend they did not exclude ARF, simply withholding decision until exploratory study is made.

WHAT WILL Paul A. Walker do after he winds up as FCC Chairman with Jan. 20 change in administration? Best guess is that it will be in educational TV, either with some university system or with one of national groups espousing non-commercial educational TV, like newly-formed National Citizens Committee for Educational Television chairmanned by Dr. Milton S. Eisenhower, brother of President-elect. Mr. Walker has made more speeches on educational-TV than any other living person, with possible exception of sister-Comr. Frieda B. Hennock.

UNDAUNTED by Eisenhower victory, Democratic organization already is preparing to fire away at new GOP opposition. It's learned Democratic Committee is set to loose attack against Stanley R. Pratt, minority stockholder of WSOO Sault Ste. Marie, Mich., top advisor to GOP National Chairman Arthur Summerfield. It has dossier, obviously from FCC files, alleging failure of WSOO to apply for license

(Continued on page 6)

DAWSON SALES MANAGER CBS-TV NETWORK

THOMAS H. DAWSON, general sales manager of CBS Television Spot Sales, appointed sales manager for CBS-TV network, effective today (Monday), assuming some of duties formerly handled by William H. Hylan before his promotion to CBS-TV vice president in charge of network sales [B•T, Dec. 15]. Formerly on Pillsbury Mills advertising staff, Mr. Dawson has been with CBS since 1938 except for period in 1950-51 as TV director for Edward Petry & Co., station representation firm.

Sam Cook Digges was advanced from eastern sales manager of CBS-TV Spot Sales to general manager of spot sales department, succeeding Mr. Dawson, and Clark George, account executive, was promoted to succeed Mr. Digges as TV spot sales eastern manager. These appointments also effective today.

AGENCY MEN RECEIVE HEART FUND AWARDS

AMERICAN Heart Assn. presented awards of merit to Arthur Pryor Jr., vice president in charge of radio-TV for BBDO; Rodney Erickson, manager of TV department of Young & Rubicam, and Thomas M. McDonnell, radio director of Foote, Cone & Belding, at organizational meeting of National Radio and Television Committees of 1953 Heart Fund in New York Friday.

Mr. Pryor served as chairman of combined radio and TV committees of 1951 Heart Fund; Mr. Erickson as TV chairman of 1952 drive, and Mr. McDonnell as radio chairman of 1952 campaign.

Meeting was conducted by Roger Pryor, vice president in charge of radio and TV of Foote, Cone & Belding, who is television chairman of 1953 Heart Fund, and J. James Neale, vice president of Dancer-Fitzgerald-Sample, chairman of 1953 radio committee. Serving with Messrs. Neale and Pryor are:

Radio committee—Tom Carson, Benton & Bowles; Frank Coulter Jr., Young & Rubicam; William H. Fineshriber Jr., MBS; Ernest Lee Jahncke Jr., ABC; Hal James, Ellington & Co.; Nicholas E. Keesely, Lennen & Newell; Stanley J. Keyes Jr., St. Georges & Keyes; Adrian Murphy, CBS Radio; Keith B. Shaffer, Erwin, Wasey & Co.; Frank Silvernail, BBDO.

Television committee—Grant Y. Flynn, Ruthrauff & Ryan; Sig Mickelson, CBS-TV; Hubbell Robinson Jr., CBS-TV; Alexander Stronach Jr., ABC-TV; William B. Templeton, Sherman & Marquette; J. L. Van Volkenburg, CBS-TV; Sylvester L. Weaver Jr., NBC.

ABC INAUGURAL PLANS

ABC's coverage of Presidential inauguration Jan. 20 will begin on radio and TV at 11:30 a.m. and continue through 4:30 p.m., network reported Friday. Under sponsorship of Willys-Overland Motors, Toledo, coverage will be supervised by Thomas Velotta, vice president in charge of radio news and special events. Network will assign more than 150 persons to event and will utilize 12 TV cameras, plus mobile unit. John Daly will serve as anchor man for team of 22 commentators, including Elmer Davis, Erwin Canham, Walter Kiernan, Martin Agronsky, and Ted Malone (earlier story, page 25).

BUSINESS BRIEFLY

LEVER SPOT ● Lever Brothers Co., New York (Chlorodent), placing radio spot campaign in number of scattered markets effective Jan. 4 for 52 weeks. J. Walter Thompson Co., New York, is agency.

KREISLER RENEWS ● Jacques Kreisler Mfg. Corp., North Bergen, N. J., renewing *Tales of Tomorrow* over ABC-TV on alternate weeks (Fri., 9:30-10 p.m. EST), for 11 weeks, starting Jan. 23. Agency: Hirshon-Garfield, N. Y.

SLOANE'S PLANS DRIVE ● Sloane's Balm, through Keisewetter Assoc. Inc., New York, planning radio spot campaign from Jan. 5 through March 13 in several markets.

R-R NAMED ● Glamorene Inc., N. Y., manufacturers of home rug cleaner and rug brushes, names Ruthrauff & Ryan, N. Y., to handle

(Continued on page 98)

ANDERSON THIRD RADIO MAN AS NAVY SECRETARY

APPOINTMENT of Robert B. Anderson, attorney-oilman and stockholder in KVWC Vernon, Tex., as Secretary of Navy announced Friday by President-elect Eisenhower. He would become third Navy Secretary in recent times identified with radio-TV interests.

Mr. Anderson is vice president-director of Northwestern Broadcasting Co. (KVWC) and holds 60 of 180 shares. Former member of Texas legislature, he is chairman of State Board of Education, director of Dallas Federal Reserve Bank, numerous other firms. He formerly was president of Texas Mid-Continent Oil and Gas Assn., assistant attorney general in state and has served on racing and unemployment commissions. He was an "Eisenhower Democrat" in campaign.

Mr. Anderson would succeed (upon Senate confirmation), Dan Kimball, who before he took office was vice president of General Tire & Rubber Co. (principal owner of MBS-WOR New York.) Third Navy Secretary was late Francis P. Matthews, who assumed post in 1949. He was former president of WOW Inc. and held stock in WOW-AM-TV Omaha and KODY North Platte, Neb.

THIRD BID FILED FOR MIAMI CH. 7

THIRD application for Miami's Ch. 7 was filed late Friday by Florida appliance distributor Jack C. Stein. Mr. Stein asked for 100 kw and indicated that he intended to form corporation including other local business men. Mr. Stein also has interests in trucking, real estate and printing.

Earlier last week second Ch. 7 application for Miami was filed by two Davenport, Iowa, business men (see earlier story, page 62). Both these applications compete with consolidated application of Biscayne Television Corp., which comprises WIOD-*Miami Daily News* and WQAM-*Miami Herald* including Niles Trammell [B•T, Dec. 15].

for more AT DEADLINE turn page

at deadline

SPURIOUS RADIATION STUDY IS PROMISED

COMPLYING with request of FCC for study of means of limiting spurious radiations of radio-TV transmitters and receivers, causing serious problems in TV particularly [B•T, Dec. 15], Joint Technical Advisory Committee has agreed to undertake such study.

Meeting in New York Thursday, JTAC authorized its chairman, Ralph Bown, vice president of Bell Telephone Labs, to inform FCC Chairman Walker that JTAC will divide its attack on problem into five parts. Pending receipt of Mr. Bown's letter, to be written early this week, by FCC Chairman, JTAC officials declined to discuss details of plans but presumably they will correspond with five topics recommended for study by FCC.

These were: (1) to establish limits for spurious radiations which would protect broadcasting, communication and navigation services from interference (2) to study technical problems involved in achieving suppression needed to restrict radiations to those limits; (3) to review problem of instrumentation necessary to effectuate national program for control of spurious radiations; (4) to determine what steps are required to coordinate interference reduction efforts of various segments of industry; (5) to determine what action is needed to coordinate external performance of receivers with engineering of service and station allocations.

BALTIN JOINS NEW FIRM

WILL BALTIN, formerly executive secretary-treasurer of Television Broadcasters Assn., has resigned as producer and manager of station and public relations for Screen Gems Inc., effective today (Monday). He will join group of businessmen in formation of new corporation to manufacture, distribute and service TV stations with "an important electronic product."

Mr. Baltin was first manager of DuMont's pioneer TV station, W2XWV, in 1939 and inaugurated regular program service over DuMont's New York outlet, WABD (TV), in 1942. With TBA's formation in 1944, he was appointed executive secretary-treasurer and held post until two years ago when he joined Screen Gems, coincident with TBA dissolution.

OPPOSE NYC TV

PLANS by New York City's owned station, WNYC, to build and operate television station drew opposition of Commerce & Industry Assn. of New York which charged annual cost would be closer to $2 million than $380,000 allocated for project in city's 1953 budget. Seymour N. Siegel, director of WNYC, later told newsmen that station's figures were "based on careful study" and included $238,607 for TV transmitter atop Municipal Bldg., $87,338 for purchase of studio equipment and $54,000 for mobile unit.

DICHTER MOVES

ERNEST DICHTER Inc., institute for research in Mass Motivations Inc., has moved research center and offices to Montrose, N. Y. Executive offices remain at 501 Madison Ave., N. Y.

In this Issue—

If his supporters have their way (and there seems to be little opposition), FCC Comr. Hyde will be appointed FCC Chairman—perhaps within the next fortnight. Some candidates who have been urged for the two appointments the GOP can make have dropped out, but quite a few remain. It's still an open race, but Mr. Hyde is a good bet for Chairman. *Page 23.*

Auto makers are going for special events broadcasts in a big way. General Motors and Willys-Overland will sponsor coverage of Queen Elizabeth's coronation. *Page 25.*

Formula by which NBC-TV pays its affiliates is revised. It's a compromise by network and affiliates, but both sides seem reasonably pleased. *Page 25.*

Washington Post buys WMBR-AM-FM-TV Jacksonville for $2,470,000, all cash.

Uhf transmitters are beginning to move out of the factory and into the field. RCA ships its first four production jobs. *Page 59.*

House subcommittee that investigated radio-TV program standards issues report recommending self-regulation by the industry rather than regulation by the government. But the subcommittee believes the government has the right to regulate if it wants to. *Page 58.*

Kingan & Co., Indianapolis meat packing house, is sold on local radio. Here's how the company became a king-sized client for WIRE. *Page 26.*

It's up to a special three-judge federal court to decide whether the FCC can regulate giveaway programs. Network lawyers, in final arguments, say the FCC can't, and the FCC's general counsel says it can. *Page 27.*

Half-dozen advertisers plan extensive radio activity for early next year. *Page 27.*

Standard Audit Measurement Services' nationwide radio-TV coverage survey will provide figures comparable to BMB studies, according to Kenneth Baker, SAMS president. The Nielsen Coverage Survey figures can't be matched with BMB. *Page 28.*

Today, NBC-TV's early morning program, has become a laboratory for experiments in TV news presentation. Here's a first-hand report. *Page 60.*

Upcoming

Dec. 27-29: American Marketing Assn. conferences, Palmer House, Chicago.

Jan. 3: 83d Congress convenes, Washington, D. C.

Jan. 5-10: National Collegiate Athletic Assn. annual meeting, Mayflower Hotel, Washington, D. C.

(Other Upcomings, page 38)

Closed Circuit

(Continued from page 5)

renewals and to report stock transfer resulting from estate settlement, but both of these apparently already have been explained to satisfaction of FCC majority months ago. Question raised is whether New Deal-Fair Deal staffers aren't trying to embarrass Pratt.

AT LEAST one major industry unit unwilling to take court action against NCAA football monopoly because colleges fighting syndicate control of games fear reprisal not only via sports boycott but also in cultural and business relations. Participation of one college in damage suit would provide basis for strong case, it's believed.

GOOD chance first post-freeze TV initial decision (Denver's Ch. 7) may be issued by mid-January. Competing applicants, KLZ and Denver Television Co. (primarily Wolfberg theatre interests), took 14 days to submit cases, cross examine, completed testimony last October, filed proposed finding last month [B•T, Dec. 1, Oct. 20]. Pending is request of Denver Television to reopen record in order to correct testimony [B•T, Dec. 15]. Reason most observers feel proposed decision will be out by mid-January is that Examiner James D. Cunningham is scheduled to start important KOB Albuquerque 770 kc case Jan. 21.

UNHERALDED and unpublicized was private "family dinner" at White House last Thursday wherein President Truman broke bread with 40 of his close advisors during his seven years as Chief Executive. In group were Paul A. Porter, former FCC Chairman; J. Leonard Reinsch, managing director of Cox Radio and TV stations and former radio advisor to president; George Allen, Avco-Crosley director and erstwhile confidant of President, Jonathan Daniels, former secretary and editor of Raleigh *News & Observer*, and Clark Clifford, former counsel to President, who in private practice has served as Washington special counsel for RCA.

NEW TYPE of forum program, film or live, has been developed by William B. Dolph, and will be announced prior to year's end. Mr. Dolph, executive vice president of WMT Cedar Rapids, is originator of *Double or Nothing*, and is associated in management capacity with Fulton Lewis jr., and Ray Henle, chief editor of *Three-Star-Extra* on NBC.

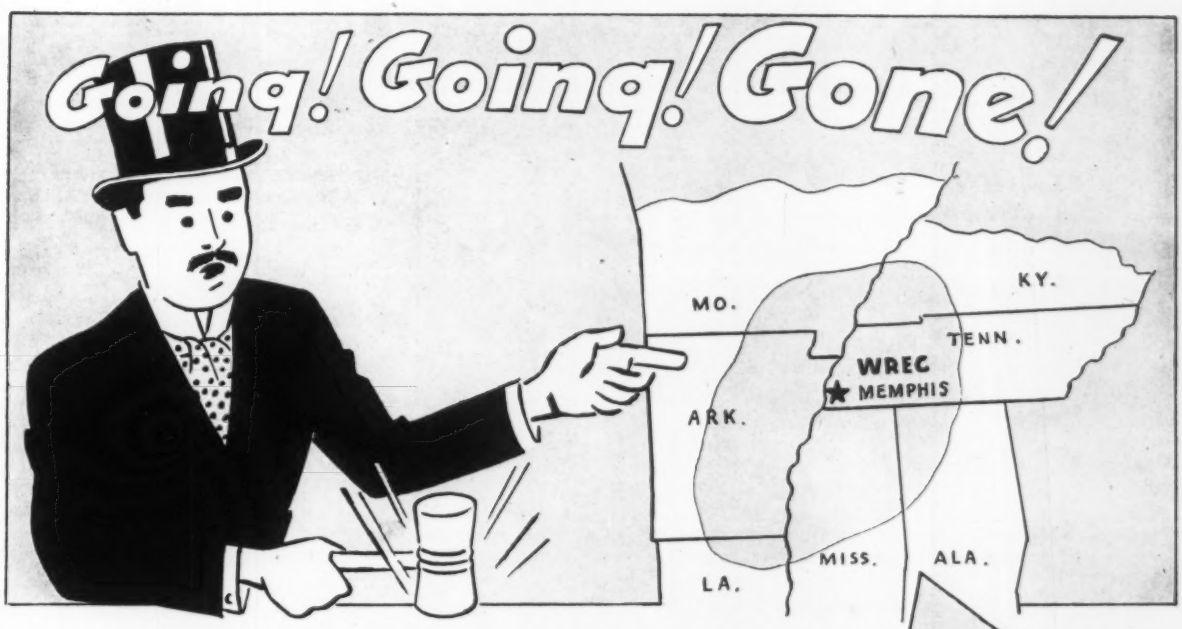
SPECIAL INAUGURAL HOOKUP

INAUGURATION Day network serving independent radio stations being lined up by WOL Washington. Service to be provided between 11 a.m. and 3 p.m. Jan. 20, with five pickup points, according to Ben E. Wilbur, WOL general manager. Provision made for local cut-in co-op sponsorship. Mr. Wilbur said score of stations already have indicated they will take service.

SAMPLE EXPANDED

SAMPLE used for TelePulse ratings in Philadelphia and Washington has been expanded 25%, from 200 to 250 families for rating once-weekly nighttime TV programs in those cities, Dr. Sydney Roslow, director of Pulse, announced. Increase was effected in November.

for more AT DEADLINE see page 98



Make YOUR Bid for the

MEMPHIS MARKET - *NOW!*

Showmanship in selling begins with a receptive audience. High quality programming holds the interest of alert listeners in every town and hamlet throughout this $2 Billion Market. The growing Memphis Market, comprising 76 rich Counties, keeps abreast by keeping tuned to WREC. In addition, you get the PLUS value of station prestige to help gain consumer acceptance. Sell MORE—at LESS COST through WREC—First in Coverage[1]—First in listeners![2]

1. Last BMB
2. Latest Hooper

Radio Gets to the People You Want to SELL

WREC Affiliated with CBS Radio

MEMPHIS NO. 1 STATION

Night and day—Far and near, WREC Power and engineering perfection give you a greater audience at 10% LESS cost per thousand listeners than in 1946.

REPRESENTED BY THE KATZ AGENCY — 600 KC 5000 Watts

Classification:

Automotive

Advertiser:

Nobody

Target:

Nobody

Ammunition:

None

Duration:

None

Objectives:

None

Results:

The ad man at *Rapids Chevrolet* told our salesman he didn't have the nerve to advertise a service special on WMT. Reason: The last time they tried it they got more calls than could be handled.

Admission:

WMT doesn't do quite so well by its other advertisers. Good thing, too . . . Otherwise we'd be out of business.

Submitted by:

WMT, Cedar Rapids, Iowa. 600 kc. 5,000 watts. Basic CBS Network. National reps, The Katz Agency.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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WASHINGTON HEADQUARTERS

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ART AND LAYOUT: Duane McKenna.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE. *Manager;* Elwood M. Slee, Sheila Byrne, Betty Jacobs.

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ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28. *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00.

Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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XUM

(November 17-23, 1952)

Suppose, some week, everyone in Corpus Christi, Texas wrote to you? Or, in less than three months you heard from every man, woman and child in Jacksonville, Florida? A total of 214,609 responses were received during the eleven-week high school football season. That's the way listeners respond to the KXOK "Prep-Player of the Year" promotion. This outstanding feature selects, by listener mail, the top high school athlete each week. The "Player-of-the-Year" is selected from the weekly winners by a committee of high school athletic officials at a banquet in honor of the 'elected' players. But that's all detail.... *THE IMPORTANT FACT IS POSITIVE PROOF OF THE COLOSSAL LISTENER RESPONSE TO KXOK FROM MISSOURI AND ILLINOIS. RESPONSE YOU CAN EASILY CONVERT INTO INCREASED SALES IN THE GREAT ST. LOUIS AREA. WRITE, WIRE, PHONE YOUR KXOK, OR JOHN BLAIR REPRESENTATIVE TODAY!*

630 kc • 5000 watts • ABC Network

KXOK Building St. Louis 1, Missouri

CHestnut 6000

Represented by John Blair & Company

KXOK

new business

Spot • • •

TIDY HOUSE PRODUCTS Co., Shenandoah, Iowa, planning radio-TV campaign for 52-weeks beginning Jan. 5 in Philadelphia market. Agency: Buchanan-Thomas Adv., Omaha.

NORTHERN PAPER MILLS, Green Bay, Wis., will use one-minute TV spots in 24 markets starting Jan. 5. Agency: Young & Rubicam, Chicago.

REGAL AMBER BREWING Co., S. F., renews thrice weekly quarter-hour *Outdoor Broadcaster* on KFOX Long Beach, for 26 weeks from Jan. 7. Firm renews spot announcement campaign on KVEN Ventura and KDB Santa Barbara, for 52 weeks from Jan. 1; KNXT (TV) Hollywood for 52 weeks from Dec. 21; KHJ-TV that city, for 26 weeks from Dec. 15; and started saturation schedule on KFMB San Diego for 52 weeks from Nov. 16. Agency: Abbott Kimball Co., L. A.

Network • • •

MENNEN Co., Newark (men's toiletries), renews *Frank Goss News* on 19 Columbia Pacific Radio Network stations, Mon., Wed., Fri., 7:30-7:45 a.m., PST, for 52 weeks from Dec. 29. Agency: Kenyon & Eckhardt Inc., N. Y.

BANK OF AMERICA, S. F., sponsors *Christmas in California* on 11 Columbia Pacific Radio Network stations, Wed., Dec. 24, 7:30-8 p.m. PST. Agency: Charles R. Stuart Adv., S. F.

Agency Appointments • • •

HENRY F. MICHELL Co., Phila. (bulbs, seeds and plants), and PERSONNEL RESEARCH CENTER, same city (management consultant firm), appoint W. Wallace Orr Inc., Phila.

BOL Mfg Co., Chicago (Hopalong Cassidy Aid), appoints Schwimmer & Scott Inc., same city. TV will be used.

PLASTITE SCREEN Co., L. A. (home screening), appoints Smith & Bull Adv. Agency, Hollywood. ROBERT I. LETHE is account executive.

BAKER BOY BAKERIES, L. A., appoints Frank-Gold Agency, that city. MIKE GOLD is account executive.

COTTAGE CANDIES and FRESNO GUARANTEE BLDG. & LOAN Co., both Fresno, appoint Long Adv. Service, that city. DUANE ZAMZOW is account executive.

ROLLEY Inc., S. F. (Sea & Ski Tanning Cream), appoints Foote, Cone & Belding Inc., that city.

ASEPTIC-THERMO INDICATOR Co., L. A. (ATI Steam-Clox tags for measuring Autoclave sterilization and ATI Cook-Chex for food processing quality control), appoints Vick Knight Inc., Hollywood. ROBERT B. JARVIS is account executive.

JOYCE Inc., Pasadena (casual shoes), appoints West-Marquis Inc., L. A. CHARLES B. SMITH is account executive. Radio is being used.

STAUFFER SYSTEM, L. A. (national chain of health and reducing salons), appoints Walter McCreery Inc., Beverly Hills. DAVE E. LARSEN is account executive. Radio is being used.

C. A. DURR PACKING Co., Utica, N. Y., and SAN-EQUIP Corp., Syracuse, appoint Barlow Adv., Syracuse. Former firm will use radio-TV.

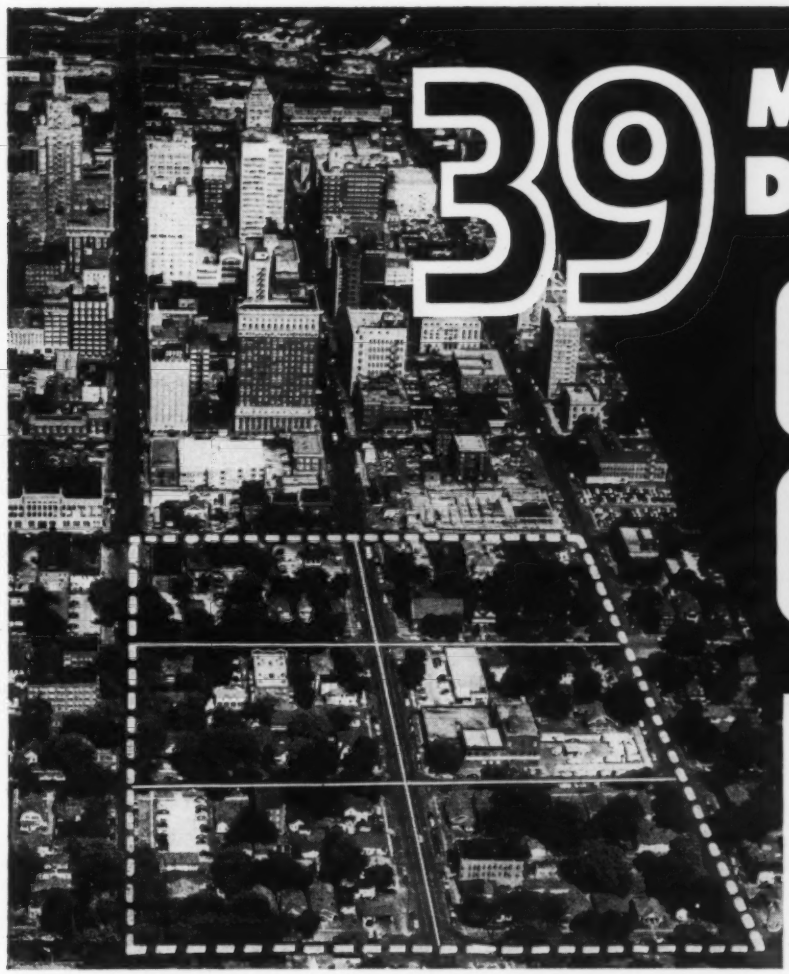
Adpeople • • •

EDWARD R. BURNS, advertising production manager, Hoffman Radio Corp., L. A., has resigned and will leave shortly for Switzerland.

RICHARD EISIMINGER, advertising-promotion manager, KNBH (TV) Hollywood, to Pierce Bros. Mortuaries, L. A., as director of advertising and public relations.

PALMER FIELD, assistant advertising manager, W. P. Fuller & Co., S. F. (paint), promoted to advertising manager. He succeeds LEE HARTER MARKWOOD, transferred to newly established consumer sales division as manager. PAUL ANDERSON, public relations director, named assistant advertising manager.

XUM



39 MILLION DOLLAR CIVIC CENTER for TULSA

Six Square Blocks

adjacent to downtown Tulsa are now being purchased for a $39,000,000 Civic Center as the result of a $1,500,000 land buying bond issue approved by Tulsa voters on February 26, 1952. This means that the Oil Capital of the World will continue to maintain and improve its enviable position as one of America's most beautiful cities. First on the Civic Center project is a new $4,250,000 County Courthouse which will be under construction early in 1953. Other probable buildings including an auditorium, city hall, library, auto hotel and many others will follow.

If *you* have advertising dollars to invest in a market where people are progressive, eager for the better things of life and have the money to gratify their desires, here is the market for you!

And, if you want to reach most of these people *all* of the time *and* at lowest per customer cost . . . PLUS additional hundreds of thousands of prosperous listeners within KVOO's 50-100% BMB coverage area . . . KVOO, operating 24 hours each day, is the station for you as it has been for informed advertisers for more than a quarter of a century!

Call, wire or write KVOO or your nearest Edward Petry & Co. office for availabilities.

RADIO STATION KVOO

NBC AFFILIATE

50,000 WATTS — EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES — TULSA, OKLA.

OKLAHOMA'S GREATEST STATION

Here is the truth about nighttime radio

For the first time in three years, circulation figures and up-to-date circulation values of radio have been measured. The A. C. Nielsen Co. has just released the results of the most comprehensive radio survey ever undertaken, covering every county in the U. S. In this advertisement NBC makes the first published report on the Nielsen Coverage Study.

XUM

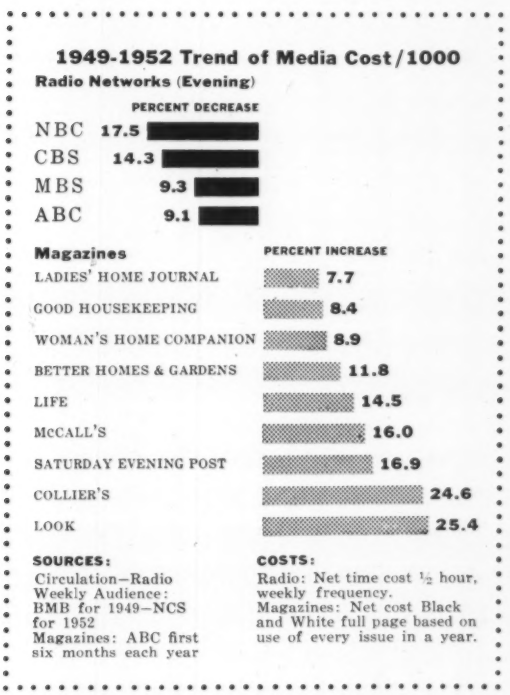
Right now, the value of nighttime radio is greater than ever before

*Nighttime radio delivers a multi-million radio audience:**

. . . at the lowest cost-per-thousand circulation in radio's history.

. . . at only a fraction of the cost-per-thousand circulation of any of the nation's top magazines.

While the cost-per-thousand circulation of printed media has been steadily *increasing* since 1949, the cost of nighttime radio has been *decreasing*. And NBC Radio's nighttime costs have shown the *greatest* decrease.



NBC's cost per thousand is now lower than any of the networks . . . only 33 cents.

NBC nighttime radio reaches more homes per dollar than magazines, newspaper supplements or network television.

And NBC nighttime radio does *more* for your advertising dollar than any other radio network.

Circulation – The new Nielsen Coverage Survey is the largest personal interview study ever made (a sample of 100,000 homes). It shows an NBC Radio audience of more than 16,000,000 homes on the average night . . . 25,466,870 different homes at the end of a week . . . and NBC reaches additional millions of homes with the passing of successive weeks.

NBC Radio's nighttime audience exceeds the next network by 1,275,000 homes each week.

Sales Effectiveness – NBC Radio is the only network which has tested and proven its ability to sell advertisers' products today – even in television markets. NBC-advertised products sell 20% to 111% better among their listeners than among people who are exposed to all other advertising. Here is *documented proof* of NBC Radio's outstanding impact on the buying habits of millions.

Merchandising – Today, NBC Radio is the only network fully equipped to merchandise products successfully at the point-of-sale. Under the leadership of NBC's twelve district supervisors throughout the nation, NBC's affiliated stations actively work to sell their advertisers' products.

Facilities – The farthest reaching voice in the nation is the NBC Radio Network. Through NBC's superior facilities, advertisers have the opportunity to reach millions of homes virtually untouched by other national media.

Here, then, is the truth about nighttime radio. Never before has nighttime radio offered better values. As Radio continues to offer even greater values to advertisers, so NBC continues to offer the greatest values in Network Radio.

**8,335,000 new radio sets have already been sold this year*

Sources for all statements available on request.

National Broadcasting Company

a service of Radio Corporation of America

open mike

Bargain Day

EDITOR:

In reading the Dec. 15 BROADCASTING • TELECASTING I noticed Fred Weber's claim to having the lowest current rates in video advertising—$150 an hour.

Enclosed is the WROV-TV local rate card. A letter, coverage map, rate card and a return post card were sent out December 10 to 600 retailers in the WROV-TV coverage area. Response has been good.

Frank E. Koehler
General Manager
WROV-AM-TV Roanoke, Va.

[EDITOR'S NOTE: WROV-TV, due on the air next month, has set $140 as the rate for a Class A hour.]

* * *

90% Response

EDITOR:

There is no doubt in my mind that your BROADCASTING Yearbook is referred to by almost everyone in the advertising business. The reason I know? My secretary, in sending in the information for your Yearbook, spelled my name *Hachney* instead of *Hackney*. Therefore, all year long 90% of my mail has been addressed to Leo Hachney.

Please have someone change this for the 1953 Yearbook.

Leo Hackney
General Manager
KGVL Greenville Texas

* * *

Source Work

EDITOR:

The NIAA Industrial Advertising Research Institute is actively in operation with a staff of three and more than 300 subscribers.

One of the important goals in meeting the needs of our subscribers is the building of a strong research collection of materials on industrial advertising and merchandising. . . . Please consider this letter an order for one subscription to BROADCASTING • TELECASTING. . . .

Helen B. McCormick
Research Librarian
Industrial Advertising Research Institute
Cleveland

Stanback Way Back

EDITOR:

Thanks for the story, but please make correction of a major error. I am in no way connected with the Stanback Co. and have not been for years.

J. Carson Brantley
Salisbury, N. C.

[EDITOR'S NOTE: Mr. Brantley refers to story in B•T Dec. 15 announcing his organization of the "Free Enterprise Train."]

* * *

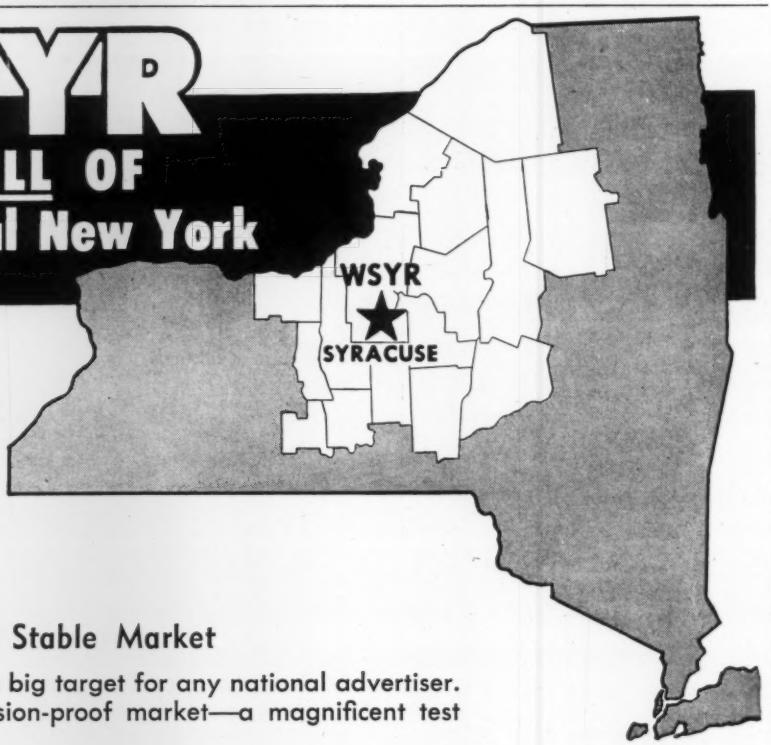
Posy from Boston

EDITOR:

Our thanks to you are no less sincere because they are belated. BROADCASTING • TELECASTING did a fine job of telling about the recent fifth anniversary celebration of the school of public relations and communications, in which prominent radio and television executives had dominant roles. . . .

George Sorensen
Research Assistant
Boston U.
Boston

WSYR
COVERS ALL OF
Rich Central New York



BMB Nighttime
Audience Families
214,960

A Stable Market

Central New York is a big target for any national advertiser. It is a stable, depression-proof market—a magnificent test market.

All 20 of the industrial classifications listed in the U. S. Census of Manufacturing are well represented in the Syracuse metropolitan area. It is the distribution center of New York State—the center of a rich agricultural area.

Central New Yorkers are worth your best selling efforts, directed through their radio station—WSYR.

WSYR SYRACUSE
NBC AFFILIATE

WSYR-AM • FM • TV—The Only Complete Broadcast Institution in Central New York

WRITE, WIRE, PHONE OR ASK HEADLEY-REED

ARMY FILMS

Available for TV Use

SERIES of public information 16mm sound films are being distributed by the Dept. of Army for television exhibition on a free loan basis.

Certain conditions are laid down for use of the films, among them a proviso that some must not be used for sponsored programs. Only such film in the catalog is "Japan Logistical Command," which runs 19 minutes.

In ordering from the film catalog stations should supply call letters and address, title and number of film, statement that station will pay shipping charges to and from Central Film Lab. in the particular Army area, tentative telecast date and method of shipment. Requests should be addressed to the commanding general of the Army area in which station is located, marked for the attention of the local signal officer.

Certain Army training films, other than those listed, have been released to the U. S. Office of Education. Catalog may be obtained through that office or United World Films, 1445 Park Ave., New York 29, N. Y.

'Dr. Christian' Scripts

TWELFTH annual *Dr. Christian* script-writing contest, sponsored by Chesebrough Mfg. Co. (Vaseline products) and offering a first price of $2,000 and some 50 others ranging from $500 to $250, will be held Jan. 7 to March 4, it was announced last week. It is open to both amateurs and professionals. Winners will be announced May 20, and the $2,000 prize play will be presented on the May 27 program of Chesebrough's *Dr. Christian* series on CBS Radio.

XUM

holiday greetings from all of us to all of you

Earl Abrams
Frank Beatty
Dave Berlyn
Eve Boore
Fay Brandschain
Eleanor Brumbaugh
Sheila Byrne
Larry Christopher
Frances Cobb
John Cosgrove
Joanne Cowan
Ken Cowan
Rufe Crater
George Dant
Betty DeVol
Bruce Edwards
Rocco Famighetti
Joe Fazio
Kathy Fisher
Fred Fitzgerald
Dave Glickman
Gladys Hall
Shirley Harb
Sid Hix
Harold Hopkins
Betty Jacobs
Ed James
Mary Jeffries
Jack Kearney
Doris Kelly
Pat Kielty
Art King
Julia King
Mitzi Kornetz
Anna Lambert
Win Levi
Leo Lippman
Maury Long
Eleanor Manning
Wilson McCarthy
Duane McKenna
Irv Miller
James Montagnes
Dorothy Munster
Terrance O'Flaherty
John Osbon
Sol Paul
Jane Pinkerton
Bruce Robertson
Eleanor Schadi
Blanche Seward
Bill Shaw
Joan Sheehan
Mac Slee
Harry Stevens
Jimmy Stober
Florence Small
Betty Taishoff
Larry Taishoff
Hy Tash
Liz Thackston
Marjorie Thomas
Keith Trantow
Eunice Weston
Sol Taishoff

Santa's Back—

in his usual place,
full of good cheer, with a smile on his face.
From the pages of Broadcasting, he now steps forth,
To bring you this word from the chilly north.

"I've been working all year to make this Christmas best,
for broadcasters, agency people and the rest.
They've done a good job, month in and month out,"
says jolly old Santa, so round and so stout.

"My pack's loaded down with gifts for each one,
And I'll deliver them all before Christmas is done,
Calling at each agency and broadcasting station,
Up, down and across the entire nation.

"When I've made my rounds for fifty-two,
I'll go back to the Pole and start work anew.
I'll wish for you a Happy New Year,
With lots of business from far and near."

FIRST in WASHINGTON

WRC NBC

980 KC • 93.9 FM

Represented by NBC Spot Sales

feature of the week

HAS anybody here seen Kelly? The chances are a lot of people have—or at least heard one or more of the celebrated Kelly family on WRFW Eau Claire, Wis. They present "America's real-life breakfast program" each morning, from 7:35 to 7:50.

The family is that of Jack Kelly, WRFW manager, and includes wife Elly, and sons John Patrick (6) and Colonel Tom (4).

The program is *Kelly's Kupboard*, but actually this is only the beginning of their broadcast day. Operating from a home converted into a remote studio, Mr. and Mrs. Kelly each have other programs through noon.

On the first program the Kellys usually have a friend visiting from local civic or church groups. They also salute and promote community and business projects, cheer up shut-ins and encourage their radio friends to write sick people.

At 8 a.m. Mr. Kelly airs his *Butternut News* (Butternut Coffee) right from the kitchen table. Two hours later Mrs. Kelly conducts her *Homemakers Visit and Club Calendar* program under sponsorship by Consumers Co-op Shopping Center. And at 10:15 manager Kelly gives the *Mid-Morning News*.

Visitors at the Kelly home, 1710 Valmont Ave., Eau Claire, are numerous and celebrated (viz., Sen. Estes Kefauver, others), as attested by the family's guest book. John Patrick leads the morning prayer ceremonies for world peace. Aside from being housewife, Elly Kelly also finds time to answer her own mail (between 400 and 500 letters per week).

ON HAND for early morning WRFW breakfast program are (standing) Mr. Kelly and wife Elly, with sons Colonel Tom and John Patrick.

* * *

The kids? Well—

"Our boys love the broadcasting business and look forward to our special programs each morning," Mr. Kelly says.

strictly business

Mr. SANDEBERG
. . . sees no TV spectres

DAVID H. SANDEBERG, Pacific Coast manager of Avery-Knodel Inc., is not one of those who views with alarm the future of AM radio because of the mushrooming growth of television. "With rare exceptions, no one medium is a panacea for all sales problems and every medium which renders a service has a place.

"Some marginal media may be affected and the service character of others changed, but history shows that constructive competition has always served to build business. Just as radio did not replace newspapers and magazines, but created its own position; so will TV. When TV comes of age it will unquestionably modify editorial and programming formats of magazines, newspapers and AM radio."

Mr. Sandeberg already sees signs of this modification in radio, but makes haste to add that TV is opening new channels for advertising "as a result of the distinctive contribution which TV makes."

Mr. Sandeberg is a stand-out at broadcasting gatherings both because he is well liked and due to

(Continued on page 85)

No, No, Perkins!

It's all in the

BROADCASTING Yearbook

. . . you won't need any T squares, graphs, slide rules or geiger counters to get all the information you want and need in this business of broadcasting.

No sir! It's all in the 1953 BROADCASTING Yearbook.*

Don't delay—order today. Single copies are $5.00. Or you may subscribe to BROADCASTING • TELECASTING for a full year and get 52 weekly issues, the 1953 BROADCASTING and the 1953 TELECASTING Yearbooks for only $11.00. You save $6.00.

***** Publication dates: BROADCASTING Yearbook, mid-January; TELECASTING Yearbook, mid-February.

BROADCASTING • TELECASTING
National Press Building
Washington 4, D. C.

Please reserve both 1953 Yearbooks for me, and enter my subscription to BROADCASTING • TELECASTING.

☐ Bill me ☐ $11.00 enclosed

Name _____

Firm _____

Street _____

City _____ Zone _____

State _____

1953 BROADCASTING Yearbook

Make Friends With Gil

COLOSSUS OF THE CAROLINAS

Newscaster, philosopher, friendly voice of a famous station, WBT's Gil Stamper makes friends of folks and friends for sponsors. Sincere, affable, convincing Gil has the native know-how which distinguishes WBT as a powerful local voice for national advertisers. Let Gil and WBT make 3,000,000 Carolina friends for you.

WBT **CHARLOTTE, NORTH CAROLINA**

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

FOR THE THIRD STRAIGHT YEAR

BMI LICENSED SONGS

VOTED NO.1 IN *All* CATEGORIES

VOTING IN THE CASH BOX POPULARITY POLLS FOR 1950-1951-1952 GAVE BMI 12 OUT OF 12 FIRST PLACE WINNERS

1952 — CRY (Mellow Music) . . . Johnny Ray (Col.)

1951 — TENNESSEE WALTZ (Acuff-Rose) . . . Patti Page (Mer.)

1950 — GOODNIGHT IRENE (Spencer) . . . The Weavers (Dec.)

1952 — WILD SIDE OF LIFE (Commodore) . . . Hank Thompson (Cap.)

1951 — ON TOP OF OLD SMOKEY (Folkways) . . . The Weavers (Dec.)

1950 — BONAPARTE'S RETREAT (Acuff-Rose) . . . Pee Wee King (Vic.)

1952 — HALF AS MUCH (Acuff-Rose) . . . Hank Williams (MGM)

1951 — COLD, COLD HEART (Acuff-Rose) . . . Hank Williams (MGM)

1950 — CHATTANOOGIE SHOE SHINE BOY (Acuff-Rose) . . . Red Foley (Dec.)

1952 — LAWDY, MISS CLAWDY (Venice) . . . Lloyd Price (Specialty)

1951 — 60 MINUTE MAN (Lois) . . . The Dominoes (Federal)

1950 — I ALMOST LOST MY MIND (Hill & Range) . . . Ivory Joe Hunter (MGM)

XUM

BMI 19 52 ... 81.8%

The remarkable story related in the Cash Box Popularity Poll of 1952 is truly a great tribute to the composers and publishers affiliated with BMI. For it is their keen insight into the current tastes of the music-loving public that is creating the song hits of today.

BMI is indeed proud of their accomplishment.

OF THE TOTAL VOTES REGISTERED
BY OPERATORS IN THE 1952 CASH BOX POPULARITY POLL,
81.8% WERE CAST IN FAVOR OF BMI-LICENSED SONGS

BEST POP — 16 out of 24 — 68.2% of total votes

CRY (Mellow) Johnny Ray (Col.)
ANYTIME (Hill & Range) Eddie Fisher (Vic.)
KISS OF FIRE (Duchess) Georgia Gibbs (Mer.)
TELL ME WHY (Signet) Four Aces (Dec.)
I'M YOURS (Algonquin) Don Cornell (Coral)
HERE IN MY HEART (Mellin) Al Martino (BBS Palda)
AUF WIEDERSEH'N SWEETHEART (Hill & Range) Vera Lynn (Lon.)
HALF AS MUCH (Acuff-Rose) Rosemary Clooney (Col.)
YOU BELONG TO ME (Ridgeway) Jo Stafford (Col.)
SLOW POKE (Ridgeway) Pee Wee King (Vic.)
I'M YOURS (Algonquin) Eddie Fisher (Vic.)
BLACKSMITH BLUES (Hill & Range) Ella Mae Morse (Cap.)
I WENT TO YOUR WEDDING (Hill & Range) Patti Page (Mer.)
TELL ME WHY (Signet) Eddie Fisher (Vic.)
VANESSA (Meridian) Hugo Winterhalter (Vic.)
BOTCH-A-ME (Hollis) Rosemary Clooney (Col.)

BEST WESTERN — 7 out of 9 — 83.3% of total votes

WILD SIDE OF LIFE (Commodore) Hank Thompson (Cap.)
SLOW POKE (Ridgeway) Pee Wee King (Vic.)
ALMOST (Acuff-Rose) George Morgan (Col.)
SILVER AND GOLD (Blue Ridge) Pee Wee King (Vic.)
I DON'T WANT TO BE FREE (Wakely) Jimmy Wakely (Cap.)
WAITING IN THE LOBBY OF YOUR HEART (Brenner) Hank Thompson (Cap.)
DON'T LEAVE MY POOR HEART BREAKING (Lois) Cowboy Copas (King)

BEST FOLK — 16 out of 18 — 92.5% of total votes

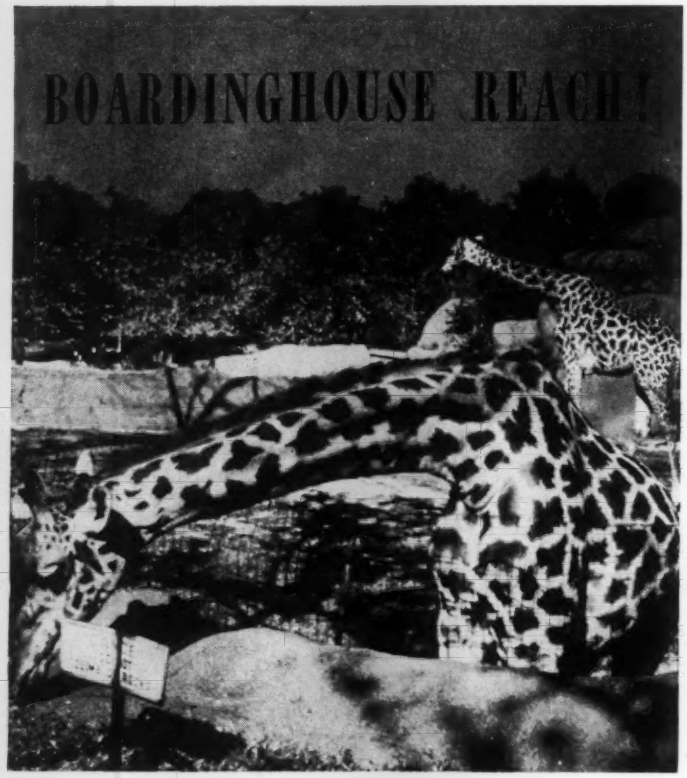
HALF AS MUCH (Acuff-Rose) Hank Williams (MGM)
LET OLD MOTHER NATURE HAVE HER WAY (Peer) Carl Smith (Col.)
DON'T JUST STAND THERE (Hill & Range) Carl Smith (Col.)
GIVE ME MORE, MORE, MORE (Hill & Range) Lefty Frizzell (Col.)
THE GOLD RUSH IS OVER (Hill & Range) Hank Snow (Vic.)
WONDERING (Hill & Range) Webb Pierce (Dec.)
ARE YOU TEASING ME (Acuff-Rose) Carl Smith (Col.)
IT WASN'T GOD WHO MADE HONKY TONK ANGELS (Peer) Kitty Wells (Dec.)
JAMBALAYA (Acuff-Rose) Hank Williams (MGM)
HONKY TONK BLUES (Acuff-Rose) Hank Williams (MGM)
DON'T STAY AWAY (Hill & Range) Lefty Frizzell (Col.)
I WENT TO YOUR WEDDING (Hill & Range) Hank Snow (Vic.)
A FULL TIME JOB (Acuff-Rose) Eddy Arnold (Vic.)
BABY WE'RE REALLY IN LOVE (Acuff-Rose) Hank Williams (MGM)
BACKSTREET AFFAIR (Forrest) Webb Pierce (Dec.)
BLACKBERRY BOOGIE (Central) Tennessee Ernie (Cap.)

BEST RHYTHM & BLUES — 23 out of 28 — 87.2% of total votes

LAWDY, MISS CLAWDY (Venice) Lloyd Price (Specialty)
MY SONG (Lion) Johnny Ace (Duke)
HAVE MERCY, BABY (Meridian) Dominoes (Federal)
GOIN' HOME (Commodore) Fats Domino (Imperial)
MARY JO (Drake) Four Blazers (United)
JUKE (John Henry Burton) Little Walter (Checker)
NIGHT TRAIN (Pamlee) Jimmy Forest (United)
THREE O'CLOCK BLUES (Modern) B. B. King
NO MORE DOGGIN' (Modern) Roscoe Gordon (RPM)
CRY (Mellow) Johnnie Ray (Columbia)
TING-A-LING (Progressive) The Clovers (Atlantic)
HEAVENLY FATHER (Blazer) Edna McGriff (Jubilee)
5-10-15 HOURS (Progressive) Ruth Brown (Atlantic)
YOU KNOW I LOVE YOU (Modern) B. B. King (RPM)
ONE MINT JULEP (Progressive) The Clovers (Atlantic)
FIVE LONG YEARS (Frederick) Eddie Boyd (Job)
BOOTED (Modern) Roscoe Gordon (Chess)
BESIDE YOU (Lois) Swallows (King)
I'M GONNA PLAY THE HONKY TONKS (Lion) Marie Adams (Peacock)
GOT YOU ON MY MIND (Raleigh) John Greer (Vic.)
MY HEART'S DESIRE (Modern) Jimmy Lee & Artis (Modern)

BROADCAST MUSIC, INC. • 580 FIFTH AVENUE • NEW YORK 36, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL



Etiquette books frown on the tactics that George the Giraffe is using here. He wants to eat something that is some distance removed from his own bailiwick. There's nobody around to pass the chow in to George so with his exceptional faculty for "boardinghouse reach", he is helping himself to the rich pickings on the other side of the fence!

Most advertisers don't have the "neck" for reaching out and getting the rich plums of business that are waiting outside their neighborhood sphere of influence. Radio can be to those advertisers what the neck is to George the Giraffe.

Radio gives the advertiser "boardinghouse reach"; it enables him to reach out and get the business that will always be on the other side of the fence for non-radio users.

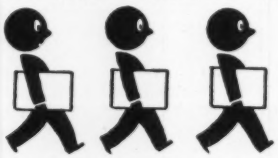
The longer the reach, the better the radio buy. In Oklahoma City, of course, your longest reach is KOMA . . . the best cost-per-thousand buy and the only 50 kw CBS outlet in Oklahoma, serving you from a brand new quarter million-dollar studio.

KOMA *Avery-Knodel, Inc.*

AFFILIATED WITH KTUL, TULSA — RADIO STATION REPRESENTATIVES

50,000 WATTS • CBS RADIO

J. J. BERNARD *Vice-President and General Manager*



agency

S. M. EPSTEIN, president, Century Adv., Detroit, to W. B. Doner & Co., that city, as vice president in charge of marketing.

GRAHAM JACKSON, ALVIN HAERR, RAYMOND PETERSON and **RICHARD A. HALL** have formed Jackson, Haerr, Peterson & Hall Inc., Peoria. They will serve respectively as president, vice president-secretary, vice president-treasurer and vice president-general manager.

EDWARD B. SCULL to Gray & Rogers, Phila., in contact department.

MARIE SAUNDERS to Nemarow Adv., Vineland, N. J., as spacebuyer.

FREDERICK GOLDMAN, copy chief, Adrian Bauer Adv., Phila., promoted to merchandising director.

GERALD GOULD, Blaine-Thompson Co., N. Y., to Lewin Williams & Saylor Inc., same city, as account executive.

CHARLES M. KENYON and **L. FOSTER JACK** added to public relations staff, Gray & Rogers, Phila.

GORDON RALSTON, formerly manager of Ruthrauff & Ryan Inc., Toronto, appointed senior account executive at McCann-Erickson Inc., Toronto. **DUNCAN MacINNES** named media manager, same agency.

on all accounts

QUADRUPLE threat man at Guenther-Bradford agency, Chicago, is Charles Zeller, a vice president who is also radio and television director. Mr. Zeller's primary activity is shepherding to success in video the world's largest Nash dealer, Hauser-Nash Motor Sales. In addition, he solicits new business, develops small clients into big ones, writes copy, directs production and even acts in some of his own commercials.

Mr. Zeller, working with Bud Hauser of the car sales company, originated that firm's first TV commercial three years ago. Incorporated into a feature film, the first commercial sold 50 cars the following day, setting the pattern for an outstanding local success story. Mr. Hauser has used better-quality feature films consistently, in one instance spending $5,100 each for a series of 26 Edward Small productions. He now buys about eight hours weekly in Chicago.

Mr. ZELLER

The agency executive has worked with many accounts in some 30 years of advertising and related work, and is especially pleased with the kind of fast results shown to another video client. One spot for the Rhunke Industrial Blowers System resulted in a $125,000 sale of equipment to a Chicago laundry. The laundry installation was filmed, and used in subsequent commercials.

Charlie Zeller has been conversant with radio since 1922, when as commander of a disabled war veterans' post he toured Chicago's stations seeking support for veterans' legislation. He appeared in front of a mike for the first time professionally in 1926, after establishing two community newspapers on the south side, as newscasters-commentator in order to promote the papers. He sold participation spots to more than 200 clients who still call upon him throughout the year when they want to use radio or television.

He entered commercial television in 1948 on the city's pioneer station, WBKB, but his first experience with the medium took place in 1939 when he worked with Commonwealth Edison Co. in tests with a stationery camera and a roped-off gangplank arrangement which guided guests into camera range.

Mr. Zeller has been with Guenther-Bradford eight years, joining

(Continued on page 47)

XUM

beat

ALFRED LURIE, staff director, WBAP-TV Ft. Worth, to Stanley Campbell Adv., Dallas, as TV producer-director.

JOHN A. GIBBS to Lewis & Gilman, Phila., as associate art director.

RICHARD S. ARMSTRONG, W. Wallace Orr Inc., Phila., appointed director of copy and plans there.

W. R. MASON, former vice president and group director of Geyer Adv., N. Y., and HERBERT S. LENZ, senior account executive and member of executive committee, J. D. Tarcher Co., to Ralph H. Jones Co., N. Y., as manager of marketing and manager of client services, respectively.

Mr. Lenz

Mr. Mason

MILDRED RIORDEN BLAKE, Young & Rubicam, N. Y., to Doherty, Clifford, Steers & Shenfield, same city, in copy department.

CONNIE LAVIN, S. Augstein & Co., N. Y., to Lavenson Bureau of Adv., Phila., as publicity director.

RAYMOND G. HUSTED, assistant advertising manager, Pacific Car & Foundry Co., Renton, Wash., to Foote, Cone & Belding Inc., Portland, as assistant account executive.

GORDON & ENGELMAN Adv., S. F., has changed name to GORDON Adv. YVONNE ENGELMAN, partner, has resigned.

GEORGE E. LICHTY, account executive, Ruthrauff & Ryan Inc., S. F., to Brisacher, Wheeler & Staff, that city, as member of creative department.

HARVEY H. STROBUSCH, manager, Knox Reeves Adv. Inc., S. F., has opened his own agency at 593 Market St., that city. ROBERT E. HUTH, sales promotion manager, W. J. Lancaster Co., S. F., joins new agency as associate.

EDWARD R. McNEILLY, producer-writer, Television Productions Co., L. A., to Caples Co., that city, as radio-TV director. PETER STACEY and RALPH NELSON, production department members, promoted to production manager and assistant production manager, respectively. Mr. Stacey succeeds MARION WELBORN, named account executive.

FRANCIS E. GIANATTASIO, radio-TV time estimator, Kenyon & Eckhardt, N. Y., to Hewitt, Ogilvy, Benson & Mather, same city, in same capacity.

KEN BURT named radio-TV director of Walsh Adv. Co., Toronto, replacing EVERETT PALMER who becomes radio-TV director of new Toronto office of McCann-Erickson Inc.

EDGAR A. HATCHER, director of merchandising and research, Deutsch & Shea, N. Y., to G. M. Basford Co., same city, as assistant account executive. ROY A. DUFFUS Jr. to agency as account executive in publicity department.

CLYDE McDANNALD, Foote, Cone & Belding, N. Y., to Harry B. Cohen Adv., that city, as member of account service department. HENRY SLAMIN Jr., traffic manager of Cohen agency, promoted to account service work.

TED P. WALLOWER, timebuyer for Bermingham, Castleman & Pierce, N. Y., to Morey, Humm & Johnstone, same city, in the same capacity.

BLEASDALE Adv. Agency, Krege Bldg., Victoria, B. C., enfranchised by Canadian Assn. of Broadcasters.

BYER & BOWMAN Adv., Columbus, Ohio, relocates at 66 S. Sixth St.

LANGHAMMER & Assoc., Omaha, relocates at 225 Park Ave., same city.

Obviously OUTSTANDING

Florence Luedeke	20 yrs.	Milton Budd	20 yrs.
"Farmer" Bill	17 yrs.	Wayne West	10 yrs.
Brooks Watson	17 yrs.	Phil Gibson	8 yrs.

WHEN you've visited in someone's home every day for ten or twenty years it's just natural that you'll be considered a "long-time friend." That's just what these WMBD personalities are to all the folks in the Peoriarea. When you have a sales message for the Peoriarea . . . let a "long-time Friend" present it for you . . . you'll get better results.

See Free & Peters . . .

AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Radio Network
5000 Watts

More Leading Jobbers

in Louisiana, Arkansas, Texas

Praise KWKH

R. W. HODGE, Vice-President, National Automotive Maintenance Association, Shreveport, SAYS:

"KWKH produces phenomenal results"

W. T. HANNA, General Manager, Andress-Hanna, Inc. Shreveport, SAYS:

"KWKH is uniformly satisfactory"

T. A. WILLIAMS, Owner, Williams Physicians and Surgeons Supply Co., Shreveport, SAYS:

"We prescribe KWKH"

The comments at the left are from letters written us by three leading jobbers in the KWKH area—men who know this region as well as you know your own front yard.

None of these men would qualify generally as a "Time Buyer" or "Media Director". Some of them may never have seen Madison or Michigan Avenue. But all of them are experts on their own business, and on the direct, obvious impact on sales produced by KWKH!

We're naturally proud of our successful advertising record in behalf of so many wholesalers, jobbers and distributors in the KWKH area. We'd like to do the same kind of job for *yours*. What facts would you like?

KWKH

A Shreveport Times Station

SHREVEPORT Texas LOUISIANA Arkansas

The Branham Company Representatives

Henry Clay, *General Manager*

50,000 Watts • CBS Radio

XUM

BROADCASTING

Vol. 43, No. 25 DECEMBER 22, 1952

IKE URGED TO NAME HYDE NOW

Weiss Backed for FCC

ROSEL H. HYDE may be named chairman-designate of the FCC by President-elect Eisenhower within the next fortnight—well in advance of the change in Administration.

Supporters of the Idaho Republican were urging this course last week in the absence of any known opposition to Mr. Hyde as the new Administration's choice for the chairmanship. Whereas some of those seeking appointment to the two upcoming vacancies heretofore had designs on the chairmanship, that talk evaporated last week. Mr. Hyde's supporters emphasized the desirability of an orderly transition from 20 years of Democratic control to Republican policy direction. This would mean a minimum of upsetting of normal Commission functioning.

Meanwhile, the name of Lewis Allen Weiss, former president of Don Lee and one-time chairman of Mutual, loomed larger as a nominee to one of the two Commission vacancies. He reportedly has the unqualified endorsement of such important Republican personages as Vice President-elect Richard Nixon, California Senator William F. Knowland, and Republican National Committee Chairman and Postmaster General-designate Arthur Summerfield.

Mr. WEISS

Comr. HYDE

Many Supporters

Many broadcasters had signified their support, and while others had expressed opposition, notably to his appointment to the chairmanship, it was evident the political scales are balanced in his favor. Among others actively supporting his candidacy are Fulton Lewis jr., Washington commentator, and William B. Dolph, executive vice president of WMT Cedar Rapids, who is associated with Mr. Lewis and with other radio ventures.

Originally, Mr. Weiss was among those boomed for the chairmanship but he said last Friday that he recognizes the logic of elevating Mr. Hyde to that post because of his background as a career official of the FCC and his intimate knowledge of its administration and operation. Mr. Hyde, now vice chairman, rose from the ranks of law clerk through the law department. He served successively as an attorney, hearing examiner, assistant general counsel, general counsel, and—in April 1946—became a Commissioner. He is 52.

Some names previously mentioned for the FCC vacancies have dropped out. But there were new ones, too. In informed quarters it is felt there is a strong likelihood that one of the appointees will be a member of Congress who failed to be re-elected last November. There are now two such legislators pondering the desirability of an FCC Commissionership as against other possible independent agency or Government appointments — Reps. Albert M. Cole of Holton (near Topeka), Kan., and Edward H. Jenison of Paris, Ill.

Rep. Cole, 51, has served four terms in Congress, and is a lawyer. He is highly regarded in party circles and during the campaign was a top advisor at the Republican National Committee. He left Washington last Thursday for his home without deciding upon his course, but it is known that he is interested in the FCC. Reports were current also that he is under consideration for appointment to an executive post in Gen. Eisenhower's official family at the White House.

Rep. Jenison, 45, has served since 1946, and is a newspaperman. He is editor of the *Paris Daily Beacon-News*. He served in Naval aviation during World War II. His friends are urging his appointment to the FCC, but thus far there is no word that he is disposed to become a candidate.

A front-runner among broadcasters urged for the FCC in the early days—Theodore C. Streibert, former president of WOR and General Telecasting System—dropped out last week. Under his arrangement

(Continued on page 41)

WMBR-AM-TV

'Wash. Post' Buys for $2,470,000

SALE OF WMBR-AM-FM-TV Jacksonville, Fla., by Ed Norton and his associates, to the Washington Post Co. (majority owners of WTOP Inc., Washington) for $2,470,000, was announced last Saturday, subject to usual FCC approval.

The all-cash transaction is the second to be reached during the past fortnight involving more than $1 million, the other being the acquisition by Crosley Broadcasting Corp. of WLTV (TV) Atlanta, for $1,500,000, subject to FCC clearance [B•T, Dec. 15].

Mr. Graham

Mr. Hayes

Philip L. Graham, president and publisher of the *Post*, was in Jacksonville last Friday to announce the projected ownership change to the staffs of the three stations, licensed to the Florida Broadcasting Co. All of the capital stock of Florida was purchased. The transaction had been in negotiation for several weeks, with Mr. Graham and John S. Hayes, president of WTOP Inc., representing the Post Co., and Mr. Norton, Glenn Marshall Jr. (31% stockholder), and Frank King (18%) participating for Florida Broadcasting.

To Be Filed Soon

Applications for the transfer will be filed this week with the FCC. The transaction is entirely divorced from WTOP Inc., in which CBS holds a 45% interest. It is understood that the net price will be approximately $100,000 less than the $2,470,000 figure, this representing net quick assets on the books of Florida Broadcasting.

Mr. Marshall

Mr. Norton

Mr. Norton, former Federal Reserve Board member, has varied interests in the South, including the presidency of the Coosa River Newsprint Co., and the principal ownership of WAPI-WAFM (FM) and WAFM-TV Birmingham. His associate in the Birmingham operation is Thad Holt, who holds a 23.6% interest.

Mr. Marshall, now manager of WMBR-TV, will become president

(Continued on page 36)

KOOP ELECTED

By National Press Club

WASHINGTON'S National Press Club got its first radio newsman as president last Friday with the election of Theodore F. Koop, CBS Radio news and public affairs director, to that office without opposition.

Mr. Koop

The new president, who served as vice president this year, assumes office in mid-January, with formal inauguration set Jan. 31. Mr. Koop has been a newsman since he was 13, when he wrote "personals" for his hometown paper, *Monticello* (Iowa) *Express*.

Mr. Koop joined CBS Radio news in Washington in January 1948. He supervises a news and public affairs staff of nearly 20 people and also directs preparations for Washington originations over CBS of forums and speeches by government officials.

A 1929 graduate, with Phi Beta Kappa honors, of the U. of Iowa, where he edited the student newspaper, *Daily Iowan*, Mr. Koop served from 1928 to 1941 on the news staff of the AP, serving successively with the Des Moines and New Haven bureaus, as Washington staff reporter, as city editor and later general editor in New York, and finally as one of three news editors in the Washington bureau.

He joined the *National Geographic* magazine editorial staff in 1941 and in December that year became special assistant to Byron Price, director of the government Office of Censorship. In March 1945 he was named assistant director of censorship, heading voluntary press-radio censorship, and after V-J Day became deputy director to liquidate the Office of Censorship.

He rejoined *National Geographic* in January 1946 as news bulletin service chief. In 1949 he contributed a chapter on radio news to the National Press Club's book, *Dateline Washington*. He is a past president of the Washington Sigma Delta Chi chapter and a board member of Radio-Television News Directors Assn.

Mr. Koop is author of a history of censorship in World War II, *Weapon of Silence*. He was one of 99 U. of Iowa alumni honored in 1947 with "certificates of achievement" at the university's centennial celebration.

Pinex Spots

PINEX Co., Fort Wayne, Ind., for its cough syrup, adds 15 southern markets to its radio spot campaign through Russel M. Seeds agency, Chicago. Series begins Jan. 5 for 9 and 11 weeks, with five spots weekly per market.

TOASTING a winner during the first week of *Do You Want to Be A Star?*, new WOR-TV New York show under sponsorship of Coca-Cola Bottling Co. of New York, are (l to r): Fred Robbins, program m. c.; Paul Louis, vice president in charge of radio and television for D'Arcy Agency; Robert Kesner, assistant advertising manager for the Coca-Cola Co., and James T. Murray, president of the New York bottling company. Firm presents the high school talent show thrice weekly from 7-7:30 p.m. EST and has joined WOR-TV in extensive promotion for the program.

STABILE ELECTED

To ABC-TV Program Post

JAMES A. STABILE was elected last week to the post of administrative manager of the ABC-TV network program department, effective immediately.

Mr. Stabile

Reporting to Charles M. Underhill, national director of the TV program department, he will be responsible for negotiations for TV programs, talent, administration of television program budgets, and departmental general affairs. He also will be a member of the department's planning board.

Mr. Stabile joined ABC in December 1951 as an attorney, after previous legal service with the William Morris agency and the Authors League of America, and private practice.

B&B Elevates Neuman

RALPH NEUMAN, assistant treasurer of Benton & Bowles, New York, has been named treasurer, it was announced last week. Prior to Mr. Neuman's promotion, Robert E. Lusk, agency president, served as treasurer. Mr. Neuman has been with Benton & Bowles since 1935.

Dodge Elected V. P.

BRUCE M. DODGE, radio-TV production supervisor at Weiss & Geller agency, New York, has been elected vice president. Mr. Dodge has been with the agency since August, and was formerly manager of broadcast production at Kenyon & Eckhardt, New York.

McCANN-ERICKSON

Ups Foote, Four Others

McCANN-ERICKSON, New York, elected five executive officers last week.

Emerson Foote was elected executive vice president of the agency and a member of the executive committee, President Marion Harper Jr. announced. Other changes announced by Mr. Harper:

Mr. Foote

Robert E. Healy, vice president and treasurer, was named to the executive committee. Elected senior vice presidents were Chester A. Posey, chairman of the advisory committee on plans, John H. Tinker Jr., creative director, and Henry Q. Hawes, Pacific Coast manager.

Mr. Foote has been with the agency since October 1951. Previously, he had been head of Foote, Cone & Belding, New York.

Mr. Healy has been associated with the agency since May 1952, Mr. Posey since April 1929, and Mr. Tinker since February 1939.

Swift Buys MBS Slot

SWIFT & Co., Chicago, for Allsweet margarine, has bought the 12:25 to 12:30 p.m. (CST) slot five days weekly on 544 Mutual stations for its *Music Box* recorded show, placed on spot basis last spring. Schedule starts Feb. 2 or 9 for minimum of 13 weeks. This is fourth Mutual show placed through J. Walter Thompson Co., Chicago. Others are *Nick Carter* for Libby, McNeill & Libby's canned meat; *Gabriel Heatter* for the Credit Union National Assn., and Bobby Benson for Kraft Foods Co.'s Caramels.

RATE CARDS

McGrath Hits Shady Deals

STRESSING that his station's net profits for this year will be an estimated 10% over 1951, William B. McGrath, managing director of WHDH Boston, urged radio broadcasters last week to stick to their official rates to assure continued healthy growth of the industry.

Mr. McGrath noted that though operating costs for labor and services were on the upgrade, his station flourished because he stood behind the premise that his facilities were "worth at least what is printed on the rate cards." But he warned that "this present state of well-being can easily dissipate" if certain segments of the industry continue so-called "unofficial reduction of rates."

"Unethical rate practices have occurred in varying degrees for many years," Mr. McGrath asserted. "But of late, the procedure has reached ridiculous proportions."

He conceded that the competitive inroads of television and the increasing number of radio stations have made necessary some "official" reductions. But he blamed certain broadcasters who effected "unofficial" reductions for contributing to devaluation of the medium.

"There is probably no overall cure for under-the-counter deals," Mr. McGrath confessed. "Unfortunately the victim of such practice seldom realizes he is laying the ground work for his eventual retirement — from the frequency spectrum, that is."

He declared that those stations who have faith in the value of their facilities are winning the confidence and respect of advertising agencies and clients and added:

"At least this philosophy has worked for WHDH in 1952."

MBS BILLINGS

$19 Million for 11 Months

MBS gross billings for the 11 months of this year ended Nov. 30 amounted to $19,011,402 as against $16,203,941 for the same period in 1951, officials reported last week. This year's figure was described as 17.3% higher than last year's.

MBS said gross billings for November alone reached $2,172,485 this year, compared with $1,583,288 in 1951.

Meyer to New Firm

ROBERT MEYER has resigned as director of press information for CBS-TV Hollywood to accept a position on the creative board and writing staff of a new Hollywood production company, David J. Jacobson, director of public relations for CBS-TV, announced last week.

XUM

AUTO FIRMS HOT FOR SPECIALS

Sponsor Top Events

THE AUTOMOTIVE industry's move-in on broadcast sponsorship of top-billing special events spread across the Atlantic Ocean last week as General Motors and Willys-Overland set plans for coverage of the pomp and spectacle of the Coronation of Queen Elizabeth II in London next June 2.

In the automotive industry's kindred field, American Oil Co. (Amoco) meanwhile signed for the DuMont TV Network's coverage of the Jan. 20 inauguration of President - elect Eisenhower in Washington—an event which already had drawn three automotive sponsors to three other networks.

General Motors signed to sponsor NBC's Coronation coverage on both radio and television, while Willys-Overland signed for CBS-TV's. Meanwhile it was reported that CBS Radio and ABC radio and television were, respectively, negotiating with several prospective sponsors — some of them, again, in the automobile field.

Details of coverage plans for the colorful ceremonies attendant to the Coronation had not been worked out. The telecasts necessarily would be from films sped as quickly as possible from London to New York, while radio coverage would be both live and taped.

The NBC-General Motors pact was announced jointly by the two companies late Thursday afternoon.

It was the fourth contract between the two companies in recent months, GM having sponsored the NCAA football series on NBC-TV, and having signed for NBC radio and television coverage of Gen. Eisenhower's inauguration, plus a special one-hour NBC-TV program on Christmas Day (4-5 p.m. EST) featuring CBS star Arthur Godfrey as master of ceremonies.

The NBC - GM announcement gave no details on plans beyond the bare statement that the network has had them underway for many months and that NBC radio coverage would include tape recordings and a live broadcast direct from Westminster Abbey, where the Coronation occurs.

The announcement also noted that Romney Wheeler, NBC's London bureau chief, had just returned to London after three weeks of planning sessions with network officials in New York.

The sale to General Motors was made direct. Kudner Inc. is the GM agency.

The contract between Willys-Overland and CBS-TV had not been officially announced and it was understood that detailed plans as to coverage remained to be worked out. The contract was said to call for the motor company to pay $75,000 in talent fees—for sending crews to London, filming, etc. — plus time costs. Willys' agency is Ewell & Thurber Assoc., New York.

There were indications that CBS-TV planned to devote at least two hours to the Coronation, perhaps spread over two days.

Daytime 'Digests'

The coverage plan being offered by CBS Radio, it was understood, included two daytime "digests" of highlights — perhaps at about 10 a.m. EST and one from 4-5 p.m. EST—plus another in the evening. In addition, the network is considering live pickups starting at about 5 a.m. EST and carried sustaining if a sponsor is not found.

ABC was said to be thinking in terms of several Coronation pickups, probably including both live broadcasts and tape recordings, at intervals during the day and evening.

Willys, like General Motors, has signed for Gen. Eisenhower's inauguration coverage, but unlike GM, not on the same network it signed for the Coronation.

The Packard Motor Car Co. has signed for CBS-TV plus CBS Radio coverage of the Washington event, while Willys signed for ABC's, also both radio and TV. Willys also participates in the sponsorship of the Ford Foundation's *Omnibus* extravaganza on CBS-TV and sponsors weekly concerts of the New York Philharmonic on CBS Radio.

Parade Pickups

The contract between Amoco and DuMont for inauguration coverage, while not officially announced, presumably envisions — as in the case of the other networks—pickups along the parade routes, with coverage of the actual swearing-in ceremonies and inaugural address carried on a sustaining basis.

Mutual meanwhile has said its inauguration coverage will be made available for sale by affiliates to local and regional sponsors on a co-op basis.

Preparations for coverage of the Jan. 20 ceremonies in Washington were being pushed forward by the networks last week, with details announced by NBC, the CBS networks, and Mutual as follows:

General Motors will sponsor four of the five hours on NBC television, as well as the entire NBC radio broadcast of the event. The noon-hour swearing-in ceremonies at the Capitol and Gen. Eisenhower's inaugural speech will be broadcast and telecast unsponsored by NBC as a public service.

Coverage will begin at 11:30 a.m. EST and will continue till 2:30 p.m. on radio and approximately 4:30 p.m. on television.

Special equipment for the inaugural will include a Cadillac sedan, which General Motors is constructing in cooperation with NBC. It will become a TV mobile unit complete with studio-type electronic equipment and a TV innovation—a hand-camera—together with full radio and TV transmitting equipment. This "camera-car," which will have all the facilities of NBC-TV's truck-size mobile units, will take close-ups of the President and President-elect, their aides and the thousands of persons lining the streets. NBC's hand camera, de-

(Continued on page 34)

R&R NAMES SLATER

To Head Radio-TV Depts.

APPOINTMENT of Tom G. Slater, vice president of Ruthrauff & Ryan, New York, as director of R&R's radio and television departments [CLOSED CIRCUIT, Dec. 8] was announced by the agency last week. He succeeds Willson M. Tuttle, who resigned to become president of United Television Programs Inc., also New York.

Mr. Slater joined Ruthrauff & Ryan in September 1946 as an account executive. In 1949 he became business manager of the radio and TV departments as well as an agency vice president, becoming associate director of both departments in 1951.

'RYBUTOL' HIT

FTC Challenges Claims

COMPLAINT has been filed against VCA Labs., Vitamin Corp. of America, Newark, N. J., by the Federal Trade Commission challenging certain advertising claims.

The complaint questions various statements made for "Rybutol," a drug preparation. FTC claims they are misleading and deceptive. VCA has used television advertising in recent years.

Firm is given 20 days to file an answer and a hearing will be held in New York Feb. 10, 1953. Also named as respondents were Morton Edell, Larry J. Paskow, Philip Edell, John Cox and Louis E. Edell of the company.

RATE FORMULA

NBC, TV Affiliates Reach Accord

NBC television affiliates' months-long efforts to secure a revision in the formula under which they are compensated by the network brought forth fruit—tasty, apparently, to both sides—in a compromise reached at a special meeting in Chicago last week.

Details of the new plan were not revealed officially, but it was learned that statistically, it gives the stations approximately 30% of the objective of their original demands. Leaders in the stations' movement seemed well pleased, as did NBC officials.

The plan achieves compensation-system changes by revising the "free hours" formula—and station spokesman said few affiliates, if any, will realize immediate benefits. They emphasized that it is a long-range plan under which the affiliates' benefits will come as network sales expand.

Under the existing system, the stations give NBC-TV 24 hours a month "free" as payment for line charges, sustaining programs, etc. The plan has been based on an hour unit system with a one-hour unit for one Class A hour, three-fourths of a unit for Class B time and one-half unit for Class C, and projected to 24 units or hours.

Affiliates Original Plan

The affiliates originally proposed that this be changed to provide for reduction of the number of free hours by 15 minutes for each hour of network commercial time a station carries in excess of 174 hours a month. Thus if a station carried 270 network commercial hours a month, the number of free hours it gave the network would be reduced to zero [B•T, Aug. 4].

The compromise agreed upon in Chicago follows a similar pattern, but substitutes a new scale governing the reduction in the number of free hours.

In general terms, the new rate of reduction will average slightly less than 5 minutes of free time recaptured by the station for each hour of network commercial time carried in excess of 174 hours a month. Thus, if a station carries 270 hours of solid network time—which represents all network option time—the station would recapture slightly less than 8 of the 24 free hours.

Leaders among the stations said a survey last March, made in preparation for the negotiations, indicated that the average affiliate was carrying around 140 hours of net-

(Continued on page 42)

RADIO has proved its value to Kingan & Co., of Indianapolis, sponsors of "King Arthur Godfrey and His Roundtable" on CBS Radio (Sun., 5-5:30 p.m. EST). Local radio is highlighted in their use of WIRE Indianapolis where their budget expanded from $59 in '48 to $40,000 in '51.

The King-Size Local Client...

LOCAL radio in the heart of Hoosierland, where TV has challenged its authority for the past three years, is responsible for the growth of a midget account into a giant sponsor in a short five-year span.

That sponsor, Kingan & Co., Indianapolis, packers of quality meat products in the state since 1862, bought a series of spots on WIRE Indianapolis in 1948 for $59. Now it spends more than $40,000 annually on the same station.

The "KING-size" client, for whom the station is doing the same kind of a selling and promotion job, has gained the maximum benefits from local radio because of careful, long-range program and commercial planning tailored to its specific needs.

This is the philosophy of Kingan officials and of Daniel C. Park, general manager of the station, who has worked step-by-step with the meat packing concern in its development of local radio as a selling, promotion and merchandising tool.

Kingan's current around-the-clock schedule includes three daily strips and seasonal sponsorship of top local sports events. It sponsored nine top games of Indiana U. and Purdue U. this season.

* * *

AS a promotional tie-in for their sponsorship of the 1952 collegiate football broadcasts, WIRE and Kingan officials instituted a weekly "Beat Carnegie" football contest, in which listeners pitted their "picking" skill against that of sportscaster Tom Carnegie.

Two persons each week, one male, the other female, having the closest total point difference of the four games in each of the ten weekly contests received an Admiral table model radio. The grocer of the winners also received a radio.

In all, 40 radios valued at more than $1,200 were given away. In addition, a grand prize of an Admiral Dual Temp refrigerator valued at more than $500 was awarded to the person who had the closest point difference for the entire ten-week contest.

During the contest, almost 12,000 entries were received. Entry blanks were obtainable in more than 1,500 food stores in the Indianapolis area.

In addition to the 40 radios and the refrigerator, Kingan also gave away more than 2,000 pounds of bacon to the contestants who "Beat Carnegie." However, sportscaster Carnegie was able to maintain a solid 80.5% in beating the total number of entries received.

Kingan also annually sponsors the "finals" of the Indiana High School Assn. basketball tournament, an event dear to every Hoosier.

The company, traditionally a buyer in national magazines, local newspapers and billboards, decided to test radio for the first time in March 1948.

A series of spots on WIRE totalling $59 led four months later to sponsorship of *Dinner Winner*, purchased to promote a new product, Seafoam shortening. The show was planned "as a strong merchandising-advertising tool" to build volume and distribution.

During the first eight weeks of marketing and promoting the new Seafoam shortening, *Dinner Winner* contributed heavily to a 300% hike in distribution and to a like increase in sales volume. Seafoam was listed second among the top eight brands of non-vegetable shortening in the 1949 edition of the *Consumer Analysis* for the Indianapolis metropolitan market. The following year, Kingan officials decided to make their broadcast usage more flexible in order to use the medium to full advantage in local sales campaigns and dealer and consumer promotions.

Tom Carnegie, station sportscaster and m.c. on *Dinner Winner*, began a series of personal appearance broadcasts from retail groceries, church and civic gatherings and at dealer meetings, combining the functions of a salesman and a public relations agent for the sponsor as well as the station.

In the fall of 1950, more than 5,000 persons were enrolled as members of the "Dinner Winner Club," with a membership card as the only inducement. The program, during its three years on the air, gained the highest rating of any locally-produced show, according to station officials. The dinner giveaway in those same three years featured telephone calls to 5,500 listeners, of which 1,032 Dinner Winners received $16,000 worth of free meals.

* * *

MEMBERSHIP in the club provided Kingan with a quality mailing list of loyal listeners which was used in various coupon distributions. Each couponing, of course, raised the volume for the grocer immediately, and the products showed a lasting increase, as sales figures report.

In the spring of 1951, Kingan appropriated an additional $3,500 to WIRE when it signed for the first time for the ever-popular Indiana High School Athletic Assn. basketball championship tourney. As a tie-in promotion during the first season of sponsorship (Kingan also bought the games in 1952), the meat packing concern used radio commercials and in-store merchandising for Reliable Wieners. Broadcast spots were supplemented with store materials and retailers' black-and-white ads.

Dinner Winner was dropped more than a year ago, when Kingan and station officials believed the feature had reached a saturation point in its audience. To attract an audience broader in composition, the company bought three five-a-week shows in the following year.

A wide appeal to men, women

(Continued on page 31)

MARK'S MARKET HITS MARK

Radio Draws 'Largest' Crowd to Anniversary

Thanks to radio, even the streets and parking lots were jammed when Mark's Market celebrated its sixth anniversary.

* * *

SANDUSKY, Ohio's Mark's Market is hitting the mark with radio.

Mark Kellerman, owner of Mark's Market, used radio for the first time when WLEC Sandusky went on the air five years ago. Now it is not a question as to whether Mr. Kellerman will use radio but, rather, to what extent.

His first program was a 15-minute recorded Guy Lombardo show five days a week in the noon hour. He still uses the same show at the same time. Mr. Kellerman had been in business a year prior to the opening of WLEC. So he was sort of testing radio when he bought the Lombardo show.

Proof that he was more than satisfied is the fact that two years later he bought another show, 15 minutes of local news. In addition, he buys spots for special events.

With the help of radio, Mark's Market has tripled its floor space in the six years it has been in operation. It now boasts 18,600 square feet of floor space.

In October, Mark's Market celebrated its sixth anniversary. Augmenting his regular programs with only six spots plugging the anniversary, Mr. Kellerman saw more than 10,000 persons crowd into Mark's Market. Considering that Sandusky's population is only about 30,000, this was quite a response. Police say that it was the largest crowd ever to assemble in Sandusky for any single event. Since the anniversary party, Mark's Market has increased business volume 10%.

WLEC operates on 1450 kc with 250 w. It is licensed to the Lake Erie Broadcasting Co. Albert E. Heiser is president and general manager.

XUM

'GIVEAWAY' SHOW TEST

Fate Pends Court Decision

LONG-AWAITED legal test of FCC's giveaway rules was put into the hands of the courts last week for decision—after three years.

A special three-judge federal court in New York heard attorneys for ABC, CBS and NBC argue that FCC has no power to regulate the content of the programs and that, additionally, the order embodying the giveaway rules is void because it erroneously interprets the law on lotteries (Sec. 1304 of the Criminal Code).

To the contrary, the court was told by FCC General Counsel Benedict P. Cottone, the Commission has authority to act under its general licensing powers in behalf of the public interest, and, in acting, correctly defines violations of the Code's lottery section. He noted that the rules are directed against "telephone giveaways" rather than those using contestants from the studio audience.

The three judges, who reserved decision pending further study of the briefs and arguments, were Circuit Judge Charles E. Clark and District Judges Vincent L. Leibell and Edward Weinfeld [B•T, Dec. 8].

The argument was based on action initiated by ABC, CBS and NBC in 1949 against FCC's then-new rules banning giveaways. The networks won a temporary restraining order at that time, and the FCC, which had set Oct. 1, 1949, as the original effective date of the rules, postponed them pending final outcome of the case. Regardless of the three-judge court's decision, an appeal is anticipated.

Lottery Defined

In the argument, held Monday afternoon, ABC was represented by George B. Turner of the law firm of Cravath, Swaine & Moore; CBS by Max Freund of Rosenman, Goldmark, Colin & Kaye and NBC by Paul B. Williams of Cahill, Gordon, Zachry & Reindel, all of New York.

Explaining that a lottery usually is defined as involving "prize, chance and consideration," Mr. Turner limited his argument to the "consideration" factor. He hammered at the point that FCC based its test of consideration on "consideration furnished by winner or winners" instead of by "participants in the alleged lottery."

Mr. Turner insisted that lottery statutes are not concerned merely with the few who win but with the many who lose—"who hazard their money or property in the hope of winning."

"This is one of the examples of how the Commission has rewritten the lottery statute to catch the cases that it is interested in catching," Mr. Turner asserted. "It has rewritten the statute in disregard of the case law under the statute and comparable state statutes."

Mr. Turner cited another point in which he said the Commission had departed from court decisions in its concept of consideration, referring to a case in which the court had held there was "no lottery, if the winner pays no price." He argued that "almost universally, the courts in this country have held that the requirement of consideration means the payment or delivery of something of value . . . not such things as listening to the radio or writing a letter."

Mr. Freund, speaking on behalf of CBS, challenged FCC's interpretation of "chance." He recited cases upholding the principle that the test of a lottery is whether skill or chance predominates. But FCC's Rules, Mr. Freund continued, "state, in so many words, that the Commission will 'in any event' consider that a program comes under the proscription of Sec. 1304 if, in addition to prize and consideration, the award is made 'to any person whose selection is dependent in whole or in part upon lot or chance.'"

"The rules," Mr. Freund argued, "thus improperly make chance in the selection of contestants conclusively determinative of the presence of chance, and not merely a factor which must be taken into account in ascertaining whether chance is present."

Government Brief

Touching upon the factor of consideration, Mr. Freund referred to the government's brief contending views or listeners are induced by sponsor's advertising to purchase products or services. Insisting that no one is told he must purchase the sponsor's product in order to compete on a giveaway program, Mr. Freund declared:

"Indeed, defendant's contention breaks down completely in connection with sustaining programs. No one listening to quiz-giveaway sustaining programs is induced to purchase anything because sustaining programs are not sponsored and because no product or service is advertised. Yet the rules do not distinguish between sustaining and sponsored programs."

Mr. Williams, representing NBC, attacked FCC's Rules on "purely Constitutional grounds." He branded the rules as an attempt to censor program content and to enforce criminal statutes, maintaining that these functions were outside the province of the Commission.

He singled out Sec. 326 of the Communications Act to bolster his contention that the Commission is forbidden to interfere "with the right of free speech by means of radio communication." Mr. Williams noted that if Congress intended the Commission to prohibit certain types of programs it would have granted the FCC this power in this section of the Communications Act.

Maintaining that Sec. 1304 of the Criminal Code forms no basis for the Commission's assertion of jurisdiction, Mr. Williams explained:

"If the proposed [FCC] order becomes effective, there will be no necessity for a conviction before punishment is imposed. There will be neither an indictment nor a jury trial for the accused broadcaster. All that will be necessary will be an administrative finding of fact of one program which has con-

(Continued on page 31)

* * *

"He wants to ask you about giveaways!"

Drawn for BROADCASTING • TELECASTING by Sid Hix

RADIO ACTIVITY

Half-Dozen Sponsors Plan Campaigns

A HALF-DOZEN advertisers are planning extensive radio activity to be launched early next year—two to use spot radio and another a half-hour network show, with the three others planning local program campaigns, BROADCASTING • TELECASTING learned last week.

Park & Tilford, New York, for its Tintex dye, is in the process of buying and preparing its annual radio campaign to start in mid-March for 13 weeks, coast-to-coast. The firm is planning to use over 200 markets, making one of the largest spot campaigns in the history of the company. Storm & Klein, New York, is the agency.

Diamond Match Co., New York (paper products), through Benton & Bowles, New York, will use 40 radio markets and a few selected TV cities for a 13-week spot schedule to start early in January.

Seabrook Farms, Bridgeton, N. J., will sponsor a half-hour network show starring Dick Powell, called *353 For Action* effective Feb. 1. Hilton & Riggio, New York, the agency for Seabrook, currently is negotiating with Mutual and NBC for specific time.

Goetz Country Club Beer, St. Joseph, Mo., has dropped its entire spot radio budget and will reallocate the money into sponsorship of a string of local radio programs in selected markets in the Midwest, effective Feb. 15. Contracts on the programs will vary from 13 to 52 weeks. Compton Adv., New York, is the agency.

Hi-V (orange juice), New York, has signed a contract for participation on the *Marjorie Mills* show on the New England Regional Network, effective the middle of January for 52 weeks. Franklin Bruck, New York, is the agency.

Hall Howard Products, New York (Myracin, an analgesic aid), is planning a three-week test with a quarter-hour transcribed program in five midwest markets starting early in January. St. Georges & Keyes, New York, is the agency.

SAMS SURVEY

Comparable to BMB, Not NCS

RADIO station and network audience figures compiled by Standard Audit Measurement Services as a result of its nationwide survey of stations listened to once or more a week will not be as large as those reported by the Nielsen Coverage Survey [B•T, Dec. 15], Dr. Kenneth Baker, SAMS president, stated last week.

SAMS survey, he said, followed the familiar technique used in the two broadcast measurement bureau studies in 1945 and 1949 and might almost be called the third BMB study. Therefore, the 1952 SAMS audience data will be comparable with those collected by BMB.

But, Dr. Baker declared, NCS adjusted its interview figures to correspond with the presumably exact listening data recorded on the Nielsen Audimeters, generally increasing what people reported to compensate for their forgetting some of their dial turnings. Therefore, he said, any comparison between data collected by BMB mail ballots in 1949 and those reported by NCS in 1952 will show larger increases than will be shown in comparing the BMB and SAMS figures.

Expressing fears that the NCS data may give "a false impression of an increased radio audience that really is not there," Dr. Baker noted that the NCS data showed some station audience increases of more than 100%, without changes in power or frequency. There might be one or two such cases, explainable by other exceptional conditions, he said, but declared, "I will give $100 for all radio stations whose audiences have doubled, if I can get $1 for all whose audience change is within 10%."

Another Factor

Another factor which will make NCS figures larger than SAMS, he said, is that Nielsen made its own 1952 estimate of radio homes in the nation, showing them to equal 98.0% of all homes [B•T, Sept. 8] while SAMS relied on the 1950 census figures, showing radios in 95.6% of the country's dwellings.

While he refused to generalize from SAMS reports, which were to be mailed to the 400 subscribing stations over the weekend and which he said he had not yet had the opportunity to analyze for trends or overall conclusions, Dr. Baker reported a strong impression that those radio stations who have maintained aggressive program policies have fared better, audiencewise, than those which have allowed — and sometimes caused—their most popular radio programs to move over into television, creating their own competition.

Dr. Baker also advanced the opinion that, by and large, the 1952 data will show a decline in the number of families who report listening to a station six or seven times a week, with increases in the number who tune it in once a week for some special program or several times a week for a weekday show or serial drama.

But he insisted that until the figures have been carefully gone over "any generalization is dangerous." When the reports first started coming in, he said, results from a couple of TV markets had made him believe that radio stations with music-and-news program formats were making the best showing against television. More complete returns from many cities, however, showed this not to be true generally, he said, but only for some stations in some markets.

Reports of subscriber stations will be sent to advertisers and agencies on request and without charge, Dr. Baker said, with full information about all stations available for $2,500 for the whole country or proportionate charges for selected areas or markets.

Asked whether there would be further SAMS nationwide audience surveys in the future, continuing the BMB sequence, Dr. Baker said that would depend on a number of factors. He expressed doubt whether the radio broadcasters could or should pay for double coverage surveys, pointing out that the combined cost of the SAMS and NCS surveys was approximately $1.5 million, which is much more than printed media spend to secure their circulation data.

Banker to ABC-TV

APPOINTMENT of Robert M. Banker as assistant eastern television program director for ABC was announced last week by Charles M. Underhill, national director of the ABC-TV program department. Mr. Banker will be responsible for "the development of intra-network programming and administration of the network's TV program schedule." He has been associated with CBS since 1949 in various capacities.

Mr. Banker

APS CHANGES

Drops Popular Discs, Cuts Library Rate

IN LINE with what it considers the changed needs of radio stations, Associated Program Service is stopping the release of new popular tunes and, with other changes, is cutting the rate on its transcribed music library by 50%.

The changes, outlined in contract modifications which spokesmen said most APS clients already have signed, take effect Jan. 1.

In explanation, Vice President and General Manager Maurice B. Mitchell said surveys and studies over a long period showed that, from the stations' standpoint, inclusion of monthly releases of new, popular music selections, "has been rendered relatively valueless by the flood of free popular phonograph records" sent to stations by record companies.

What stations want from a music library service, he said, is primarily undated "standard" music.

Accordingly, APS is eliminating its release of six discs of new music each month. "The tremendous increases in union rates (175% last year alone) and production costs have made these new monthly discs so incredibly expensive that almost half of the library charges are consumed by them," Mr. Mitchell explained.

On the other hand, APS is foregoing library practice of deleting each year a number of selections approximating the number of new releases issued during the preceding 12 months. Thus, Mr. Mitchell said, APS clients will continue to have available some 5,250 selections on 620 discs, plus 10,000 index cards, and up-to-date catalog.

APS also is eliminating "free replacement" service, on the ground that "few broadcasters use over 10% of this privilege," cost of which has been included in the regular library rate. Henceforth replacements will be available as needed, at cost, $2.50 per 16-inch disc.

Summarizing the moves, Mr. Mitchell said:

"No APS station will sacrifice the full protection APS' basic library gives it in the field of standard radio music. APS is not going out of the library business, either. Indeed, I think we may have found the only sound way to remain in this field without penalizing the user."

Stations were assured by APS that "we continue to assume full responsibility for the music in your library under our original agreement and the only changes are those included in the modification enclosed [contract modification spelling out the changes and the reduced rate]."

BRAND new mobile studio was pressed into use by WQAN Scranton, Pa., the *Scranton Times* outlet, for local program series sponsored by Stoehr & Fister, a leading furniture and decorating house. Standing by proudly are (l to r): Jack Guinan, special events announcer; Cecil Woodland, WQAN general manager, and Gino Ricciardelli, station's chief engineer. Firm sponsors a different local chorus each week, broadcasting directly from store.

RCA VICTOR

Splits Tube Dept. Sales

SEPARATION of its kinescope and receiving tube sales functions was announced last week by RCA Victor's Tube Dept. in a move to streamline service to electronic communications equipment manufacturers.

Heading kinescope equipment sales will be R. H. Siemens, with J. T. Wilson named manager of receiving tube equipment sales, according to M. J. Carroll, equipment sales manager. Mr. Siemens previously had administered sales of both kinescopes and receiving tubes.

Mr. Carroll said the division of sales administration was made to meet a mounting demand for the two types of equipment and to expedite and facilitate service to customers for the two categories.

Siemens, Wilson Backgrounds

Mr. Siemens joined the firm's engineering staff in 1934, holding engineering posts at various RCA Victor plants the following nine years. He was chief engineer for RCA Victor, Argentina, an associated company, from 1943 to until he joined the RCA Tube Dept.'s equipment sales section in 1948. Shortly afterward he was named manager of receiving tube and kinescope sales.

Mr. Wilson joined RCA Victor in 1926 and saw engineering service at several company plants. He was on the engineering staff of the RCA Tube Dept. plant at Harrison, N. J., from 1930 to 1943, when he was transferred to the company's new plant at Lancaster, Pa. He returned to Harrison in 1946 as a field application engineer for the Tube Dept.'s equipment sales section.

XUM

IN REVIEW . . .

"Lilli Palmer Show," an NBC-TV film property, syndicated to stations for local sponsorship, 15-minute weekly program.
Cast: Lilli Palmer and guests.
Producer: Alex Leftwich.
Director: Charles Kebbe.
Photography: G. Stoetzel.

IF you're interested in learning the less well known angles and anecdotes about the great and near-great figures of the theatre, art and letters, entertainingly told by an attractive woman with a fascinating foreign accent, then the *Lilli Palmer Show* is your dish.

Produced by NBC's TV Film Div., this quarter-hour program is syndicated for use by various advertisers on various stations. In New York, by one of those curious happenstances that make advertising and television the paradoxical industries they are, Miss Palmer, starting on Jan. 4, will appear on WCBS-TV, key station of the TV network of NBC's bitterest rival, in competition to NBC's own TV key, WNBT (TV).

In the two episodes of the series previewed by this reviewer, Lilli Palmer discussed, learnedly but amusingly, such disparate subjects as the colorful, not to say flamboyant, Lillian Russell, and the painfully shy mathematics professor, Charles Dodgson, better known to the world as Lewis Carroll, author of *Alice in Wonderland.*

Each program opened with the fair Lilli in her drawing room, humming "Auf Wiedersehn" to a guitar accompaniment. Followed her announcement of her topic of the day and her guest. Then time for the opening commercial, and then into her lecture, delivered with all of the feminine gestures and intimate glances of a guest speaker at a women's culture society of the kind so perfectly portrayed by the late Helen Hokinson. The Hokinson dames are not seen, but one is sure that they are in the audience albeit before their TV sets at home instead of in the auditorium of their suburban clubhouse.

After her chatty, anecdotal discussion of the Jersey Lily, "favorite American star of her day," Miss Palmer introduced a "favorite star of the American stage of today," who somewhat disconcertingly turned out to be Beatrice Lillie, a conjunction not particularly flattering to either artist. The Lewis Carroll program, to this reviewer a more satisfying quarter-hour, made the transition from topic to guest more aptly. Concluding her talk on the author, Miss Palmer began to read her "favorite scene" from *Alice* and, when one of the wonderland characters spoke, a man's voice was heard reading the role. In a moment the camera dollied back to reveal Miss Palmer's husband, Rex Harrison, who read with her until the scene was ended.

Properly spotted in a station's program schedule, the Lilli Palmer show should provide a quietly pleasant interlude for many at home viewers. But, if they have not seen Miss Palmer on stage or screen, these viewers may spend at least some of their viewing time wondering what is wrong with her legs and feet, that the camera should never show them. A few shots are half-length, but most of the two programs shown in the preview were close-up head-and-shoulder portrait shots. Even for so fetching a subject as Lilli Palmer, this can be overdone, and, in one man's opinion, it was.

KCBS PETITION
Claims KBIG Interference

KCBS San Francisco, CBS-owned outlet, last week petitioned FCC to designate for hearing the application for license to cover the construction permit of John H. Poole for KBIG Avalon, Calif., on grounds that KBIG is causing severe interference to KCBS.

KCBS is a Class II station on 740 kc, with 50 kw unlimited time, employing directional antenna day and night. KBIG is on 740 kc with 10 kw power daytime only and is utilizing a directional antenna. The latter station now is operating on a program test authority from FCC.

KCBS, which also asked for "such other and further relief as may be appropriate," states it seeks to find whether the interference is due to "propagation effects, misadjustment of the KBIG antenna or other failure to comply with the provisions of the construction permit."

The CBS station submitted with its petition an exhibit of preliminary field intensity measurements concerning the claimed interference which indicate that the interference area covers 3,540 sq. miles in which 142,700 persons lose KCBS service. KCBS said it initiated the action upon complaints from listeners indicating KBIG's signal was interfering with KCBS within its normally protected contour.

THE 'ALL-NIGHT' AUDIENCE
Nielsen Reports on New York Area Listeners

EVEN in the dead of night, the radio audience is sizable and a valuable market, according to an analysis of the 56-county New York station area made in August by A. C. Nielsen Co. Several stations—WJZ WNBC WNEW—are on all night; others—WMCA WMGM WOV—until 3 a.m.

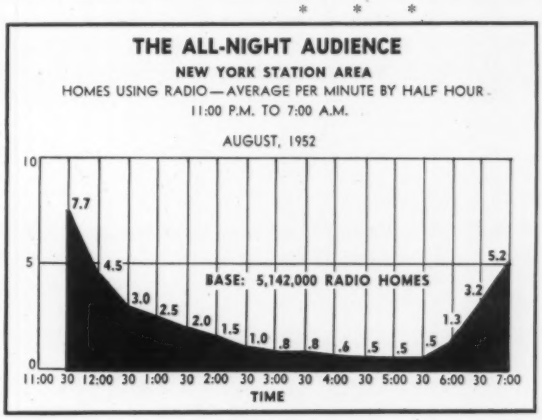
Of the 5,142,000 radio homes in the area, Nielsen reported that 3% or 154,000 were listening from midnight to 12:30 a.m., sloping off gradually as some stations sign off to 51,000 homes, with sets in use from 2 to 2:30 a.m. and 31,000 as late as 4 a.m. Then, at 5 a.m. the early risers start to raise the level until, by 6:30 a.m. there are 165,000 homes with radios turned on.

"These totals are based on the average night," the report stated. "Considering turnover, the weekly cumulative audience is substantially higher. While economic and social habits controlling these levels vary from one area to another, the figures are impressive for both national and local advertisers.

"Whether it's the swing shift, insomnia or just staying up late that's responsible, the all-night audience can be considered a sizable potential for the buyers of time.

"And," the report concluded with a plug for the Audimeter, "only exact, automatic measurement of this potential can keep track of it."

* * *



Nielsen chart shows audience in New York station area by half hours for August 1952, and covers the listening period from 11 p.m. to 7 a.m. the following morning.

FERGUSON HEADS
SDX 'Campaign' Study Group

APPOINTMENT of a national Sigma Delta Chi committee to consider advisability of surveying 1952 Presidential campaign coverage by four media—radio, television, magazines and newspapers—was announced today by Lee Hills, president of the national journalistic fraternity.

J. D. Ferguson, president of the Milwaukee *Journal* (WTMJ-AM-TV), was named chairman by Mr. Hills, who is executive editor of the Detroit *Free Press* and Miami *Herald* (WQAM-AM-FM). The SDX group will determine if a study is needed to investigate charges the various media were biased in coverage of the political campaign.

May Call Meeting

Chairman Ferguson has indicated he may call a meeting of the committee in New York or Washington after the holidays.

At the same time, the SDX Executive Council, through Mr. Hills and Charles Clayton, editorial writer of the St. Louis *Globe-Democrat* (KWK) and council chairman, released a statement that SDX itself does not plan to make the survey, but offers only to sponsor and advise whatever group would make the study, "if one can be properly organized and financed."

Other members of the committee named by Mr. Hill are: Turner Catledge, managing editor of the *New York Times* (WQXR-AM-FM); Edward R. Murrow, CBS vice president; Benjamin M. McKelway, editor of the Washington *Star* (WMAL-AM-FM-TV); Barry Bingham, president of the Louisville *Courier-Journal* and *Times* (WHAS-AM-TV); Carson F. Lyman, managing editor of *U.S. News & World Report;* Dr. Earl English, dean of the U. of Missouri School of Journalism and the new president of the Assn. for Education in Journalism.

Convention Resolution

Suggestion that such a committee be named was made at the SDX convention last month [B•T, Dec. 1, Nov. 24], and adopted unanimously as a resolution. The action was taken, according to the Executive Council statement, because SDX considers itself as "the only association having a cross-section of all media among its 22,000 members" and, thus, "considered itself the logical organization" to back the study.

The council statement said SDX has "neither the funds nor the facilities" to conduct the study, and intends only to see if the survey is feasible and can be financed. If so, the statement said, the new committee would advise on setting up a survey "of such unquestioned impartiality and integrity that its findings would have public acceptance."

RADIO-TV TO AID

Brotherhood Campaign

BROADCASTERS, both radio and TV, are urged to increase their participation in the promotion of Brotherhood Week observance Feb. 15-22, 1953. Call was issued last week in a joint statement by Thomas F. O'Neil, MBS president, and J. L. Van Volkenburg, CBS-TV president, chairmen, respectively, of the Brotherhood Week Radio and TV Committees of the National Conference of Christians & Jews, sponsor of the annual event.

"Group prejudices, racial intolerances and bigotries are the building blocks used by those who seek to destroy the freedoms we know in America," the statement reads. "As representatives of the greatest advertising media in America, we urge our fellow broadcasters everywhere to help preserve our freedoms with renewed efforts in this year's Brotherhood Week campaign."

Kits of materials for use of adaptation by radio and TV stations are now in preparation by the two committees, which held initial meetings during the week. Film spots, balops, flip cards, station identification cards and program suggestions will be included in the TV kit, while the radio kit will contain transcribed spots and a series of quarter-hour scripts, as well as a number of suggestions for special Brotherhood Week broadcasts. Fact sheets concerning the week and its purpose will be included in both kits, to be used as a basis for announcements or programs to be produced by the individual stations.

Through the Advertising Council, which has approved Brotherhood Week, time will be solicited on commercial programs for announcements promoting the week and its theme: "Brotherhood—believe it, live it, support it."

Harold E. Fellows, president of NARTB, is head of the Brotherhood Week campaign in mass media, which will be coordinated by Vernon C. Hoyt, director of the NCCJ Commission on Mass Communications.

KGLN HOLDINGS

Fitch Buys 49%

JERRY FITCH, resident manager of KGLN Glenwood Springs, Col., has become executive vice president of KGLN following FCC approval last week to transfer 49% interest from Rex Howell to Mr. Fitch.

Mr. Fitch paid $9,800 for his interest [FCC ROUNDUP, B•T, Dec. 15]. The transfer will take effect Jan. 1, 1953.

KGLN began operation in 1950 and was started by Rex Howell and his father, the late Charles Howell. It operates on 1340 kc with 250 w and is an MBS affiliate.

Mr. Fitch, before coming to KGLN, was a regional representative for the United Press in Denver.

SYLVANIA award commending its pioneer efforts in daytime television is accepted for DuMont TV Network by Elmore B. Lyford (c), its stations relations director. Presentation was made during awards dinner by Deems Taylor (l), chairman of the Sylvania Television Awards Committee, and Don G. Mitchell, president of Sylvania Electric Products Inc. Network was lauded for "acts of creative efforts [that] call for recognition" [B•T, Dec. 15].

WINCHELL SUIT

Plaintiffs Seek $1.5 Million

TWO libel suits asking damages aggregating $1,525,000 were filed in New York Supreme Court Wednesday by the New York *Post* and its editor, James A. Wechsler, against Walter Winchell, ABC radio and television commentator and newspaper columnist, and against ABC, Gruen Watch Co., Hearst Corp., and King Features Syndicate.

The complaints charged Mr. Winchell carried on a "campaign of defamation" on his radio and television program and in his newspaper column that sought to create the impression the New York *Post* and Mr. Wechsler were supporters of the Communist Party and disloyal to the U. S. They further claimed Mr. Winchell's remarks were calculated to injure the newspaper financially and Mr. Wechsler personally.

Mr. Wechsler is seeking $525,000 from Mr. Winchell, Hearst Corp., which publishes Mr. Winchell's column in the New York *Daily Mirror*, and King Features, which distributes the column to other newspapers; and $250,000 from Mr. Winchell; ABC, which broadcasts his radio and television program, and Gruen, which sponsors the program.

The *Post* filed claims for $500,000 against Mr. Winchell, Hearst Corp. and King Features, and $250,000 from Mr. Winchell, ABC and Gruen.

Both complainants denied Mr. Winchell's alleged charges and asserted they are loyal to the U. S. and opposed to communism.

The complaints mentioned Mr. Winchell's broadcasts over ABC radio and television networks on Oct. 5 and Oct. 19, 1952.

16 TRANSFERS

Approved by FCC Last Week

SIXTEEN transfer requests were approved by FCC last Thursday, including the $147,510 sale of KFBB Great Falls, Mont., to Joseph Patrick Wilkins, the transfer of KXLW Clayton, Mo. (St. Louis suburb), to John W. Kluge and Mark Evans (Marcus Austad), and the assignment of KSJV Sanger, Calf., to John H. Poole.

Mr. Wilkins, who is buying KFBB from Fred C. Birch, is general manager of the 5 kw outlet on 1310 kc. KFBB is CBS affiliate and has been on the air since 1922.

Messrs. Kluge and Evans are paying $96,000 for the St. Louis independent. Mr. Kluge is president and majority owner of WGAY Silver Spring, Md. (suburb of Washington, D. C.) and is an East Coast food broker and distributor. Mark Evans is director of CBS' Housewives Protective League for WTOP - AM - FM - TV Washington and WRVA Richmond, Va. KXLW operates on 1320 kc with 1 kw full-time.

Mr. Poole, who last week was granted uhf Ch. 22 in Los Angeles, is buying KSJV Sanger, Calif., for $75,000. Mr. Poole also is licensee of KBIG on Catalina Island. KSJV is 1 kw daytime outlet on 900 kc.

Among other transfers approved by the Commission were those of the four Broadcasting Corp. of America stations from W. L. Gleeson to W. B. Ross. Mr. Ross is trustee in bankruptcy. FCC denied the request of Mr. Gleeson that the assignment applications be set for hearing.

Sale of KSWS Roswell, N. M., to John A. Barnett, applicant for TV station in Roswell and independent oil producer, also was approved. Mr. Barnett pays $90,000 for the station.

Other transfers involved WPOE (FM) Elizabeth, N. J., KULE Ephrata, Wash., WLEC Sandusky, Ohio, WKDK Newberry, S. C., KPDN Pampa, Tex., KRUN Ballinger, Tex., WFAK Memphis, Tenn. (where golf professional Cary Middlecoff will have 18% interest), and WGSW Greenwood, S. C. For details, see FCC ROUNDUP, page 95.

NABET MANDATE

Court Issues Order

NABET technicians are operating under a court order preventing work stoppages at WWJ-TV Detroit as a result of a temporary restraining order handed down Wednesday by Circuit Judge Vincent M. Brennan.

Hearing will be held Jan. 12 to determine if the injunction against work stoppage should be made permanent.

Attorneys for the Evening News Assn., operating WWJ-TV, told the court on behalf of Edwin K. Wheeler, *Detroit News* general manager for radio and television, that it was necessary to cancel the NBC *Dinah Shore* program Dec. 9 because the Detroit NABET chapter refused to allow NBC technicians brought in from Hollywood the right to use WWJ-TV equipment for the network broadcast.

WWJ-TV's attorneys pointed out to judge Brennan that the NBC technicians from Hollywood were also NABET members, though not members of the Detroit chapter. They said no regular employes of the station would have been deprived of earnings if the NBC men had worked because station employes are on a salary basis.

If the union carried out its threat to continue this practice, the suit charged, the station would be prevented from fulfilling network arrangements with NBC, causing loss of public and industry goodwill.

NARTB MEETS

Four Groups Plan for Jan.

FOUR NARTB committees and groups plan January meetings in Washington—Convention TV Subcommittee, Standards of Practice, TV Code Review Board and Copyright.

Plans for TV participation in the annual convention to be held April 29-May 1 in Los Angeles will be reviewed Jan. 8 at the Convention TV Subcommittee meeting. Clair R. McCollough, WGAL-TV Lancaster, Pa., is chairman.

The Standards of Practice Committee, formed last summer with John F. Meagher, KYSM Mankato, Minn., as chairman, will meet Jan. 12-13. The committee has started the long-range job of rewriting the radio code. A meeting in early November was devoted to the program section of the standards.

Jan. 14-15 Code

Members of the NARTB TV Code Review Board will meet Jan. 14-15. The board will review industry adherence to the code and consider steps in cases involving possible violations. The NARTB TV Board approved a new TV Code insignia for network-station display during its Florida meeting [B•T, Dec. 15]. This seal is designed to encourage the public to send comments to NARTB. Chairman of the review board is John E. Fetzer, WKZO-TV Kalamazoo, Mich.

NARTB's Copyright Committee will meet Jan. 26-27 with Edward Breen, KVFD Fort Dodge, Ia., as chairman. At a Nov. 17-18 meeting the committee reviewed legal and legislative problems involved in copyright developments.

XUM

Giveaway Court Test

(Continued from page 27)

travened the rules set forth in the Order. The guaranty of a jury trial provided in the Sixth Amendment will be circumvented if this procedure is permitted to stand and if the Commission becomes the enforcement agency of Sec. 1304."

Counsel for all three networks stressed that unless a permanent injunction is issued against the rules, not only the broadcasters but the sponsors of affected programs would suffer irreparable injury. They pointed out that FCC's rules do not spell out in clear language the precise type of giveaway programs that would be liable to legal action.

Arguing for dismissal of the networks' motion to set aside the rules, Mr. Cottone insisted that FCC was acting in the public interest. He noted that the Commission enacted its proposed rules in reliance upon rule-making authorization in the Communications Act and declared they were designed to implement Sec. 1304 of the Criminal Code.

Mr. Cottone replied to the plaintiff's assertion that the FCC lacked power to enforce its rules in assuming a function of the criminal courts, by citing its authority under Section 1304. He indicated the programs FCC seeks to prohibit are allegedly in violation of this section and broadcasting them would be a criminal offense.

"It would be proper for the Commission to deny licenses to those stations who broadcast this type of program," Mr. Cottone declared.

FCC's Interest

Mr. Cottone answered the argument advanced by plaintiffs that the Commission would set itself up as a censoring body, by saying that the FCC "never had this intention." He assured the court that FCC was interested only in upholding the public interest and not in restricting free speech or public enterprise.

Describing FCC's concept of "chance," Mr. Cottone declared this element was present in telephone giveaways because selection was made from a "great mass of people."

Mr. Cottone said he could boil down the factor of consideration to "the fact that you have got to be listening and be at the telephone at the time the giveaway program is broadcasting."

Mr. Cottone stressed that a sponsor buys time on the air and gives away prizes on his programs only if he believes he will attract a large audience that will be exposed to his products. He declared that the usual result increased sales of the advertised product.

"The vice lies in luring people by the bait of a lottery to buy what they otherwise would not have, or might not have, bought," Mr. Cottone asserted.

At one point during Mr. Cottone's argument, Judge Leibell asked why the proposed rules would include telephone giveaways and not the studio giveaways. Mr. Cottone replied that the factor of consideration was not "so clear" in the studio as in the telephone type of giveaway. He explained further that in studio giveaways, the element of entertainment was significant because persons of unusual background or circumstances were selected. This rigid type of selection, he added, had the effect of weakening the "chance" factor.

But Mr. Cottone made the point that it was possible the Commission might include studio giveaways under its proposed order. He made clear that he did not know whether the Commission had this under consideration.

'Kissing Santa' Banned

IF MAMA wants to kiss Santa, that's her business but at least three station managers decided last week that such goings-on are not for the ears of children. The phonograph record, "I Saw Mama Kissing Santa Claus," has been banned from KBWL Blackwell, Okla., WSAZ-AM-TV Huntington, W. Va., and CJOR Vancouver, B. C. Station officials commented the lyrics might destroy a child's faith in the jolly old gentleman.

OPS CLARIFIES

Air Time Decontrol Includes Station Reps

RATES charged by all agencies which sell radio and television time, including station representative firms, are exempt from price control, the Office of Price Stabilization made plain last week.

OPS issued a "catch-all" order bracketing station representation firms with advertising agencies and radio-TV broadcasters, which previously had been exempted from price ceilings.

Agency authorities said the directive was aimed at "small groups or independent contractors" in the industry, although not identifying the nature of these companies. But they explained it stemmed from a petition filed by Harrington, Righter & Parsons, TV station representative.

Radio-TV broadcasters have been exempt from the time the Defense Production Act was passed in 1950. Advertising agencies were decontrolled in a later amendment to the Act.

How It Started

The confusion arose when OPS asked HR&P why it had not filed as a service agency. The company's attorneys replied they felt station representatives were or should be exempt. They explained the link between advertising agencies and stations.

Station Representatives Assn. said it never has received any notification from OPS indicating representation firms come under the agency's rules. Thus, OPS' action last week was regarded as a clarifying regulation.

Removed from price controls under the order are rates, fees and charges of "advertising and those agencies that sell radio and television time."

These are services, OPS explained, "which do not exert a significant effect upon the cost of living of the average American family or business costs and the continued control of which involves administrative difficulties which are disproportionate in relationship to the value of such control to the stabilization program."

Explaining its reasoning, OPS continued:

Advertising agencies have already been decontrolled and the provisions of the Defense Production Act of 1950, as amended, preclude control over radio and television broadcasting. Agencies that sell radio and television time, while in a separate category, perform functions that are incident to those performed by both the advertising and broadcasting industries. It is therefore not advisable to continue control over this group of service suppliers while contiguous service suppliers at both ends of its operation are not under control.

Other categories newly exempt include business consultants, managers and agents of professional entertainers and rental of costumes (sales of such garments previously were removed from controls). Services of actors, actresses and athletes were decontrolled earlier.

The new action was spelled out under Amendment 31 of General Overriding Regulation 14. Effective date was last Wednesday.

EMPLOYMENT HIGH

Labor Dept. Reports

EMPLOYMENT in nearly all consumer goods industries was "significantly higher" last month than the "depressed levels" of a year ago, the Labor Dept.'s Bureau of Labor Statistics reported last Wednesday.

Military electronics will reach an employment peak in the spring of 1953, the report added, predicting that overall production schedules indicate a continued slowing down in rate of growth for military end products next year. Military goods expansion and recovery in consumer goods has carried employment 640,000 above last year's level.

A King-Size Local Client

(Continued from page 26)

and children was effectively made, the company believed, in its *Breakfast With Paula*, aired from 8:45 to 9 a.m. each morning from the coffee shop of the Claypool Hotel; Dick Stone's *Eat-itorially Speaking*, 11:30 to 12 noon, and with *Kingan's Klubhouse*, again emceed by Mr. Carnegie, from 6:45 to 7 p.m. Thus there are included morning, noon and evening programming interests reaching almost every type of audience.

WIRE executives, in addition to continuous planning on the Kingan-sponsored shows, also have worked out a plan which aids the sponsor in similarly direct but unpaid for ways. Kingan products are sampled and displayed on the station's *S'prize Party*.

Five years of carefully planned growth have resulted in broadcast maturity for Kingan and a "KING-size" account for WIRE.

CBS SET GAIN

Ads Stimulate Sales

TV SET sales of CBS-Columbia Inc., manufacturing subsidiary of CBS, have jumped 100% in the six months since the company launched its expanded advertising and promotion campaign, which includes intensified use of radio spot commercials plus the firm's regular use of radio and other media, President David H. Cogan reported last week.

Mr. Cogan said that in key TV station markets the company is spending about $250,000 during the final quarter of 1952 for radio spots and special newspaper ads using the names of dealers individually or in groups according to area. This, he said, is aside from regular dealer cooperative advertising and CBS-Columbia's overall national campaign. Latter includes sponsorship of *Doris Day Show* on CBS Radio (Tues., 10:05-30 p.m. EST).

Gerald Light, CBS-Columbia advertising manager, said the company "is spending a much greater percentage of its total sales volume on advertising than any other company in the industry" and will "continue to do so."

WISN Asks Review

WISN Milwaukee, Hearst Corp. outlet, petitioned FCC last week to reconsider its mid-November memorandum opinion and order denying the station's petitions for immediate grant of the long-pending vhf Ch. 10 application of WISN and to review the Sixth Report and Order decision to reserve Ch. 10 for educational use there [B•T, Nov. 17, June 30, 23]. WISN contended the Commission failed to "distinguish between licensing proceedings and rule-making proceedings so far as the rights of parties are involved."

RADIO HOMES COUNT

Issued for Ala., La., Md., Mo.

NUMBER of radio homes in Alabama, Louisiana, Maryland and Missouri is shown in official figures just released by the U. S. Census Bureau. Figures show the official tabulation of radio homes as determined by the 1950 decennial census.

Television homes also are shown but TV circulation is based on April 1950, when fewer than 5 million TV receivers had been manufactured and stations were just coming on the air in most areas. Present TV circulation for the nation as a whole is nearing 20 million sets.

Official census data for the states follow:

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—LOUISIANA

Area	Total population	Total occupied dwelling units	RADIO				TELEVISION	
				With Radio 1950				With TV
			Number reporting	Number	Per Cent	1940 Radio Homes	Number reporting	Number	Per Cent
The State S.M.A.	2,683,516	724,945	714,595	614,135	89.7	307,883	710,865	19,045	2.7
Baton Rouge	158,236	43,142	42,205	40,195	95.2	15,889	42,120	405	1.0
New Orleans	685,405	197,311	195,250	181,900	93.2	111,248	194,355	14,900	7.7
Shreveport	176,547	50,358	49,700	45,380	91.3	25,835	49,420	240	0.5
URBANIZED AREA									
Baton Rouge	138,864	38,326	37,910	36,450	96.1	*	37,850	330	0.9
New Orleans	659,768	190,639	188,750	176,195	93.3	*	187,885	14,610	7.8
Shreveport	150,208	43,810	43,390	40,620	93.6	*	43,075	225	0.5
URBAN PLACES (10,000 or more)									
Alexandria	34,913	10,416	10,115	9,045	89.4	4,645	10,055	65	0.6
Bastrop	12,769	3,640	3,580	3,110	86.9	1,189	3,560	5	0.1
Baton Rouge	125,629	35,097	34,740	33,555	96.6	7,005	34,670	305	0.9
Bogalusa	17,798	5,090	4,985	4,635	93.0	2,691	4,960	70	1.4
Bossier City	15,470	4,608	4,515	4,290	95.0	1,166	4,440	50	1.1
Crowley	12,784	3,654	3,575	3,215	89.9	1,446	3,555	35	1.0
Gretna	13,813	3,980	3,950	3,630	91.9	2,106	3,945	325	8.2
Houma	11,505	3,156	3,175	2,995	94.3	1,505	3,175	145	4.6
Lafayette	33,541	9,153	9,075	8,265	91.1	3,119	9,055	110	1.2
Lake Charles	41,272	11,902	11,865	11,150	94.0	4,015	11,855	45	0.4
Monroe	38,572	11,642	11,635	10,830	93.1	5,333	11,560	40	0.3
New Iberia	16,467	4,676	4,610	4,235	91.9	2,285	4,605	30	0.7
New Orleans	570,445	166,053	164,335	153,020	93.1	100,856	163,510	12,125	7.4
Opelousas	11,659	3,239	3,145	2,670	84.9	1,479	3,135	15	0.5
Ruston	10,372	2,737	2,655	2,435	91.7	1,200	2,625	15	0.6
Shreveport	127,206	37,259	36,925	34,655	93.9	20,029	36,715	160	0.4
West Monroe	10,302	3,071	3,000	2,860	95.3	1,874	2,995		
PARISHES									
Acadia	47,050	12,372	12,070	10,660	88.3	4,203	11,980	95	0.8
Allen	18,835	5,062	5,050	4,280	84.8	1,878	5,025	10	0.2
Ascension	22,387	5,865	5,855	4,910	83.9	2,012	5,850	40	0.7
Assumption	17,278	4,277	4,225	3,535	83.7	1,373	4,230	35	0.8
Avoyelles	38,031	10,227	10,190	8,560	84.0	3,395	10,175	45	0.4
Beauregard	17,766	4,944	4,860	4,340	89.3	1,504	4,860	50	1.0
Bienville	19,105	4,960	4,995	4,575	91.6	2,090	4,965	25	0.5
Bossier	40,139	10,246	10,035	8,880	88.5	3,286	9,905	80	0.8
Caddo	176,547	50,358	49,700	45,380	91.3	25,835	49,420	240	0.5
Calcasieu	89,635	25,004	24,595	22,815	92.7	9,043	24,560	155	0.6
Caldwell	10,293	2,774	2,740	2,465	90.0	1,296	2,710	10	0.4
Cameron	6,244	1,604	1,570	1,390	88.5	789	1,570	5	0.3
Catahaula	11,834	3,117	3,160	2,575	81.5	915	3,120	35	1.1
Claiborne	25,063	6,571	6,275	5,505	87.7	2,645	6,250	25	0.4
Concordia	14,398	3,993	4,000	3,250	81.3	1,137	3,930	10	0.3
De Soto	24,398	6,553	6,440	5,320	82.6	2,313	6,325	20	0.3
East Baton Rouge	158,236	43,142	42,205	40,195	95.2	15,889	42,120	405	1.0
East Carroll	16,302	4,288	4,260	3,390	79.6	1,500	4,230	25	0.6
East Feliciana	19,133	3,337	3,275	2,845	86.9	877	3,280	30	0.9
Evangeline	31,629	8,715	8,585	7,325	85.3	1,781	8,475	35	0.4
Franklin	29,376	7,293	7,330	6,330	86.4	2,704	7,325	50	0.7
Grant	14,263	3,928	3,695	3,360	90.9	1,491	3,290	35	1.1
Iberia	40,059	10,647	10,515	9,265	88.1	4,411	10,450	60	0.6
Iberville	26,750	7,136	7,110	5,910	83.1	2,476	6,945	35	0.5
Jackson	15,434	4,131	4,105	3,750	91.4	2,186	3,905	20	0.5
Jefferson	103,873	28,319	28,070	26,360	93.9	9,319	28,000	2,580	9.2
Jefferson Davis	26,298	7,045	7,025	6,295	89.6	2,620	7,010	40	0.6
Lafayette	57,743	14,855	14,585	13,010	89.2	4,428	14,560	150	1.0
La fourche	42,209	10,364	10,195	8,930	87.6	3,342	10,160	205	2.0
La Salle	12,717	3,624	3,515	3,120	88.8	1,297	3,510	160	4.6
Lincoln	25,782	6,359	6,195	5,575	90.0	2,744	6,155	35	0.6
Livingston	20,054	5,150	5,045	4,470	88.6	1,757	5,020	60	1.2
Madison	17,451	4,805	4,830	3,825	79.2	1,533	4,795	35	0.7
Morehouse	32,038	8,355	8,170	7,000	85.7	2,454	8,150	60	0.7
Natchitoches	38,144	9,679	9,290	7,870	84.7	3,091	9,250	35	0.4
Orleans	570,445	166,053	164,335	153,020	93.1	100,856	163,510	12,125	7.4
Ouachita	74,713	21,410	21,250	19,590	92.2	9,735	21,140	50	0.2
Plaquemines	14,239	3,549	3,555	3,105	87.3	1,446	3,545	70	2.0
Pointe Coupee	21,841	5,516	5,455	4,805	88.1	1,748	5,465	25	0.5
Rapides	90,648	24,047	23,550	20,990	89.1	8,978	23,290	115	0.5
Red River	12,113	3,158	3,175	2,615	82.4	1,159	3,110	45	1.4
Richland	26,672	6,700	6,780	5,855	86.4	2,439	6,760	45	0.7
Sabine	20,880	5,493	5,335	4,650	87.2	1,928	5,225	50	1.0
St. Bernard	11,087	2,939	2,845	2,520	88.6	1,073	2,845	195	6.9
St. Charles	13,363	3,449	3,470	3,075	88.6	1,417	3,450	135	3.9
St. Helena	9,013	2,175	2,135	1,785	83.6	661	2,130	25	1.2
St. James	15,334	3,680	3,765	3,170	84.2	1,213	3,755	50	1.3
St. John the Baptist	14,861	3,654	3,585	3,045	84.9	1,422	3,570	45	1.3
St. Landry	78,476	18,474	18,125	15,095	83.3	4,915	18,125	95	0.5
St. Martin	26,353	6,228	6,140	5,255	85.6	1,784	6,100	20	0.3
St. Mary	35,848	9,426	9,225	7,960	86.3	3,505	9,215	50	0.5
St. Tammany	26,988	7,402	7,385	6,640	89.9	3,098	7,125	235	3.3
Tangipahoa	53,218	14,205	13,685	11,650	85.1	5,026	13,530	140	1.0
Tensas	13,209	3,689	3,615	2,770	76.6	1,021	3,610	25	0.7
Terrebonne	43,328	10,631	10,585	9,205	87.0	3,441	10,600	240	2.3
Union	19,141	4,999	5,040	4,570	90.7	2,169	5,015	30	0.6
Vermilion	36,929	10,229	10,300	9,410	91.4	3,437	10,265	40	0.4
Vernon	18,974	5,285	5,150	4,285	83.2	1,977	5,135	30	0.6
Washington	38,371	10,257	10,070	9,055	89.9	4,443	10,000	115	1.2
Webster	35,704	9,511	9,395	8,675	92.3	4,208	9,350	35	0.4
West Baton Rouge	11,738	3,109	3,085	2,600	84.3	1,049	3,065	20	0.7
West Carroll	17,248	4,205	4,220	3,845	91.1	2,044	4,180	25	0.6
West Feliciana	10,169	1,832	1,820	1,380	75.8	467	1,805	20	1.1
Winn	16,119	4,541	3,740	3,230	86.4	1,610	4,425	15	0.3

*Not available

RADIO AND TELEVISION—1950 CENSUS OF HOUSING—ALABAMA

Area	Total population	Total occupied dwelling units	RADIO				TELEVISION	
				With Radio 1950				With TV
			Number reporting	Number	Per Cent	1940 Radio Homes	Number reporting	Number	Per Cent
The State S.M.A.	3,061,743	786,839	779,230	694,860	89.2	321,671	776,445	11,045	1.4
Birmingham	558,928	153,546	152,705	145,345	95.2	86,706	152,405	5,510	3.6
Gadsden	93,892	25,313	25,275	23,785	94.1	11,387	25,225	165	0.7
Mobile	231,105	62,138	61,415	56,175	91.5	20,856	60,995	295	0.5
Montgomery	138,965	37,740	37,290	32,915	88.3	15,221	37,235	380	1.0
URBANIZED AREAS									
Birmingham	445,314	125,065	124,380	119,115	95.8	*	124,160	4,735	3.8
Mobile	182,963	50,412	49,850	45,875	92.0	*	49,485	250	0.5
Montgomery	109,468	31,221	30,685	27,835	90.7	*	30,630	315	1.0
URBAN PLACES ((10,000 or more)									
Anniston	31,066	8,677	8,665	8,040	92.8	4,297	8,620	180	2.1
Auburn	12,939	2,733	2,675	2,475	92.5	904	2,675	50	1.9
Bessemer	28,445	8,017	7,990	7,365	92.2	3,989	7,965	275	3.5
Birmingham	326,037	92,663	91,995	88,260	96.0	55,265	91,840	3,260	3.5
Decatur	19,974	6,050	5,910	5,550	93.9	3,369	5,885	15	0.3
Dothan	21,584	6,250	6,220	5,580	89.7	2,392	6,225	35	0.6
Fairfield	13,177	3,461	3,450	3,350	97.1	2,290	3,425	90	2.6
Florence	23,879	6,902	6,910	6,425	93.0	2,663	6,895	40	0.6
Gadsden	55,725	15,727	15,735	14,915	94.8	7,084	15,730	85	0.5
Homewood	12,866	3,675	3,660	3,610	98.6	1,707	3,660	330	9.0
Huntsville	16,437	4,996	4,870	4,450	91.4	2,280	4,835	35	0.7
Mobile	129,009	36,451	35,995	33,110	92.0	13,441	35,630	230	0.6
Montgomery	106,525	30,473	29,915	27,095	90.6	13,234	29,855	310	1.0
Opelika	12,295	3,390	3,360	2,935	87.4	1,090	3,365	25	0.7
Phenix City	23,305	6,155	6,115	5,470	89.5	2,184	6,090	15	0.2
Prichard	19,014	5,100	4,975	4,625	93.0	687	4,985	15	0.3
Selma	22,840	6,603	6,620	5,620	84.9	2,747	6,580	25	0.4
Sheffield	10,767	3,153	3,150	2,965	94.1	1,416	3,150	55	1.7
Talladega	13,134	3,180	3,125	2,840	90.9	1,157	3,080	60	1.9
Tuscaloosa	46,396	10,804	10,640	9,970	93.7	3,979	10,545	75	0.7
COUNTIES									
Autauga	18,186	4,467	4,280	3,455	80.7	1,408	4,385	30	0.7
Baldwin	40,997	10,742	10,645	9,340	87.7	3,587	10,555	55	0.5
Barbour	28,892	7,150	7,055	5,585	79.2	2,140	7,020	5	0.1
Bibb	17,987	4,408	4,335	3,815	88.0	2,077	4,325	55	1.3
Blount	28,975	7,347	7,285	6,760	92.8	2,767	7,220	95	1.3
Bullock	16,054	3,907	3,790	2,460	64.9	932	3,775	5	0.1
Butler	29,228	7,066	7,080	5,950	84.0	2,248	6,915	25	0.4
Calhoun	79,539	20,650	20,255	18,835	93.0	8,619	20,210	305	1.5
Chambers	39,528	10,192	10,125	9,125	90.1	4,475	10,075	65	0.6
Cherokee	17,634	4,259	4,085	3,780	92.5	2,478	4,070	35	0.9
Chilton	26,922	6,906	6,965	6,340	91.0	2,778	6,970	80	1.1
Choctaw	19,152	4,455	4,375	3,375	77.1	992	4,375	20	0.5
Clarke	26,548	6,651	6,670	5,325	79.8	1,805	6,635	60	0.9
Clay	13,939	3,555	3,540	3,160	89.3	1,440	3,505	30	0.9
Cleburne	11,904	2,934	2,955	2,690	91.0	1,019	2,935	50	1.7
Coffee	30,720	7,739	7,640	6,610	86.5	2,628	7,595	40	0.5
Colbert	39,561	10,296	10,180	9,340	91.7	4,453	10,160	95	0.9
Conecuh	21,776	5,160	5,130	4,005	78.1	1,432	5,100	15	0.3
Coosa	11,766	2,914	2,910	2,530	86.9	1,031	2,915	40	1.4
Covington	40,373	10,635	10,690	9,155	85.6	3,768	10,640	35	0.3
Crenshaw	13,981	4,791	4,735	3,895	82.3	1,644	4,705	60	1.3
Cullman	49,046	12,263	12,260	11,615	94.7	5,706	12,245	180	1.5
Dale	20,828	5,481	5,430	4,645	85.5	2,043	5,370	30	0.6
Dallas	56,270	14,261	14,135	10,950	77.5	3,923	14,035	100	0.7
De Kalb	45,048	11,583	11,480	10,650	92.8	4,787	11,450	165	1.4
Elmore	31,649	7,900	7,730	6,835	88.4	3,040	7,730	75	1.0
Escambia	31,443	7,634	7,630	6,385	83.7	2,386	7,495	25	0.3
Etowah	93,892	25,313	25,275	23,785	94.1	11,387	25,225	165	0.7

(Continued on page 96)

STATISTICS in adjacent tables are extracted from final reports of the 1950 Census of Housing, Series H-A, No. 2 for Alabama, 18 for Louisiana, 20 for Maryland and 25 for Missouri, and will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at 55, 55, 35 and 60 cents per copy, respectively.

Statistics on distribution of the population in the states are presented in final reports of the 1950 Census of Population, Series P-A, No. 2, 18, 20 and 25, now available from the Superintendent of Documents at 20, 20, 15 and 25 cents a copy, respectively. Descriptions and maps of "urbanized areas" are presented in these reports.

Statistics on characteristics of the population in the states are presented in final reports of the 1950 Census of Population, Series P-B, No. 2, 18, 20 and 25, available from the Superintendent of Documents, at 55, 55, 40 and 60 cents per copy, respectively. Descriptions of Standard Metropolitan Areas, if any, are presented in these reports.

A Standard Metropolitan Area is generally described as a county or group of contiguous counties with at least one city of 50,000 or more. In New England, it is defined on a town or city rather than county basis.

An urbanized area contains at least one city of 50,000 or more and includes surrounding closely settled incorporated and unincorporated areas.

XUM

WJZ-TV POSTS

Chapin, Mowrey, Adams To Three Top Spots

SLOCUM CHAPIN, vice president of ABC in charge of its owned television stations, last week took on the additional title of general manager of WJZ-TV New York in a series of executive changes at the network's key station.

Paul Mowrey, WJZ-TV program director, was named station manager, and Trevor Adams, who has been general manager and at the same time devoting considerable time to local sales activity, was appointed sales manager. Mr. Adams also is a minority stockholder in an applicant for a new TV station at St. Petersburg: Tampa Bay Area Telecasting Corp.

Mr. Chapin

Mr. Mowrey's successor in the program post was not announced. The sales managership to which Mr. Adams was appointed, similarly, from the standpoint of title, has been vacant.

Mr. Adams

Mr. Mowrey

Mr. Chapin, announcing the changes, said they are in line with an increasing identification of WJZ-TV as a "family" station.

Mr. Mowrey, who joined ABC in 1944 as supervisor of television operations, has served the network in a number of posts. He was integral in putting ABC's five owned TV stations into operation—in New York, Detroit, Chicago, Los Angeles and San Francisco—and later supervised sales operations for network package programs, before transferring to the network sales staff. He was named program manager of WJZ-TV last August.

Mr. Adams was sales manager of the Texas State Network, sales manager of WINS New York, radio and television director for the New York Yankees Baseball Club, and assistant sales director of the DuMont TV Network before he joined WJZ-TV.

Formerly With World

Mr. Chapin, with ABC since 1942, formerly had served on the sales promotion staff of World Broadcasting System, on the sales staff of WOC Davenport, Iowa, as sales manager of WKBN Youngstown, Ohio, and immediately before joining the network, as general manager of WSTC Stamford, Conn. He joined ABC as a member of the sales staff, subsequently serving as acting manager of the WJZ local sales department, network sales executive and ABC eastern television sales manager prior to his promotion to vice president in charge of owned TV stations on June 1, 1951.

WEBB ELECTED HEAD

Of C. J. LaRoche Agency

JAMES D. WEBB, executive vice president of C. J. LaRoche & Co., New York, last week was elected president, succeeding Chester J. LaRoche, who continues to serve as chief executive officer and head of the agency's plans board.

Prior to joining LaRoche on Oct. 1, 1951, Mr. Webb was a stockholder, vice president and manager of the new business department of Young & Rubicam, New York.

CANCELLATION of a closed circuit theatre television program to introduce a new Bendix washer-dryer and appliance line in some 40 cities Dec. 31 was announced Thursday. Move was taken because of "difficulties in coordinating dealer meetings during the holiday season."

TV FREELANCERS

Agencies Okay AFTRA Code

CODE of practices adopted by the Cleveland local, American Federation of Television & Radio Artists, has been approved by "about 42 Cleveland advertising agencies," according to a *Cleveland Press* story quoting Ted Smoot, executive secretary of the local.

The agreement is described as affecting all freelancers who appear on agency-produced TV programs. It sets up minimum pay standards and outlines working conditions.

Two of Cleveland's three TV stations — WEWS and WXEL — are non-union, according to the newspaper. WNBK (TV) signed an AFTRA agreement last May.

Agency acceptance was described as contingent on these conditions: An agency may buy a package program from a non-AFTRA station; a non-AFTRA staff announcer may appear on agency-produced programs only to sign programs on and off, within 30 seconds; participating programs are not agency-produced and the code is not applicable except in the case of agency-produced segments.

Mr. Smoot was quoted as saying that not all the agencies accepting the code are active in TV advertising.

MBS will broadcast Queen Elizabeth's Christmas message to the people of the British Commonwealth on Dec. 25, 3:45-4 p.m. EST.

PRE-SHOW gathering at NBC-TV's show, *All Star Revue*, included (l to r) Alden Nye, radio-TV dir., McCann-Erickson, S. F.; Charles Wolff, radio-TV dir., agency's L. A. office; Fred Wile Jr., NBC v. p. in charge of prod. dept.; Corinne Calvert, guest star; Harold Yost, adv. mgr., Del Monte Foods, L. A. (one of three sponsors); Dennis Day, rotating star of program, and Del Monte executives Walter Barris, asst. div. sls. mgr.; Lyman Dunbar, Southern Calif. div. sls. mgr., and Phipps Rasmussen, McCann-Erickson acct. exec. Other sponsors are Kellogg Co., and Pet Milk Co.

WLIB'S NEW HARLEM RADIO CENTER

Held as Further Symbol of Station's Successful Policy

WLIB New York, which three years ago changed format so drastically as to refuse to accept the renewals of some sponsors, last week displayed a new symbol of the success of the move.

The station put into regular use its $20,000 new Harlem Radio Center, built in furtherence of an idea which, in 1949, led General Manager Harry Novik—who, with his brother Morris, had just acquired WLIB—to drop its foreign-language programs and concentrate instead on the Negro and the Anglo-Jewish markets.

WLIB has operated a studio in a converted bedroom of Harlem's Hotel Theresa for the past two years, and its current weekly total of 37 hours a week of originations from there goes up to around 56 hours in summer, when the station is on the air longer. The new center consists of three studios with completely new equipment, and covers a wing of the hotel.

* * *

Among those at dedication ceremonies were (seated, l to r) Harry Novik; Mrs. Rudolph Halley; Rudolph Halley, president, New York City Council; standing (l to r) Clarence Holt, BBDO; Jack Blumstein, president, Blumstein's Dept. Store, and James Fleming, editor-in-chief, Amsterdam News.

Advertisers and agencies joined Manager Novik and the WLIB staff in dedicating the center on Dec. 11, many of them mounting promotion displays highlighting successful campaigns in the Negro market.

Among agencies, these included BBDO, which WLIB credited with breaking the ice by selling United Fruit Co. on buying WLIB's *Poppy Cannon Show;* J. Walter Thompson Co., Harry B. Cohen Inc., Joseph Katz Co., Donahue & Coe, Goeffrey Wade Adv., Al Paul Lefton Co., and others. Local and national advertisers put up displays, spokesmen said.

In its efforts to build sales in its Negro program block, WLIB has acquired a "name" talent roster, including Joe Bostic, sports editor of the *Amsterdam News;* Ruth Ellington James, sister of Duke Ellington; Larry Fuller, formerly of "Kiss Me Kate"; Poppy Cannon, for 14 years food editor of *Madamoiselle* magazine, who is, in private life, the wife of Walter White, executive secretary of the National Assn. for the Advancement of Colored People; and, since last June, Mr. White himself, who does a transcribed commentary series which WLIB also is syndicating to stations in cities across the country.

New WTMJ-TV Rates

WTMJ-TV Milwaukee last week announced new rates for retail advertising and for general advertising, effective Jan. 1. Retail Rate Card No. 1 ranges from $60 to $150 for one minute and from $266.50 to $800 for an hour according to time classification. General Rate Card No. 12 ranges from $60 to $150 per minute and from $320 to $900 per hour.

Auto Firms Hot for Specials

(Continued from page 25)

scribed as smaller than the Walkie-Talkie used at the political conventions in Chicago, will be used for intimate close-ups.

NBC reported it will use 15 fixed and mobile electronic cameras and 50 microphones during the program. Fifteen reporters and commentators have been assigned to tell the story and a news and engineering staff of 250 will work behind the scenes.

Frank Bourgholtzer, White House correspondent, and H. V. Kaltenborn, veteran commentator, will be NBC's newsmen at the Capitol for the swearing-in ceremonies and the President's inaugural speech. Others who will participate in the television coverage will include Merrill Mueller, Dave Garroway, David Brinkley, Richard Harkness, Morgan Beatty, Clifton Utley, and Earl Godwin. NBC radio newsmen will be George Hicks, W. W. Chaplin, Leon Pearson and others.

NBC said it has reported every inaugural ceremony since 1925 when Graham McNamee described Calvin Coolidge's accession to office.

CBS Radio and TV

Packard, through Maxon Inc., will sponsor CBS Radio coverage from 11:30 a.m.-12 noon EST and from 4-5 p.m. Sponsored CBS-TV coverage is from 11:30-12 noon, 1-4:30 p.m., which includes the parade, and 11 p.m.-12 midnight. The noon segment will be presented as a public service.

More than 100 CBS-TV newsmen will be on hand for the inauguration, according to Sig Mickelson, CBS-TV director of news and public affairs, who will supervise his network's operations. Anchor-man for CBS-TV coverage will be Walter Cronkite.

CBS-TV news staffers, working with Mr. Cronkite, include Edward R. Murrow, Eric Sevareid, Bill Wood, Ron Cochran, Bill Shadel, Peter Hackes, Bill Leonard, Mike Wallace and Buff Cobb.

Present plans, according to Mr. Mickelson, call for the use of 15 CBS-TV cameras to be divided among seven ground locations and three mobile units.

Directing CBS Radio's coverage of the inaugural will be Wells Church, the network's director of news and public affairs. Describing the event for CBS Radio will be Robert Trout, Charles Collingwood, Griffing Bancroft, Joseph Wershba, Bill Costello, Bill Downs, Allan Jackson, Edward P. Morgan, and Claude Mahoney.

One highlight of CBS Radio coverage, according to Mr. Church, will be reports on the 4-5 p.m. program of interviews with outstanding personalities throughout the world, commenting on the inauguration and the potentialities of the new Republican administration.

MBS

Mutual has planned a full day of coverage, starting at 11:30 a.m., and including programming throughout the day and up to midnight.

From 11:30 a.m.-1 p.m. MBS will provide a description of the procession from the White House to the Capitol and the swearing-in ceremonies and acceptance speech. It is planning to cover the inaugural parade at 1:45-2:45 p.m., 3-3:30 p.m., and 4-4:30 p.m. From 10:30-11 p.m. MBS will carry a round-table discussion of the inauguration and of the prospects for the next four years by MBS commentators and persons in public life. It plans to wind up with a broadcast of the Inaugural Ball from 11:30-12 midnight.

On Jan. 19 MBS will broadcast a program titled *Inaugural Preview* from 10:30-11:30 p.m. and one titled *Inaugural Festival*, 11:30-12 midnight.

ARTHUR TUTTLE

Former RCA Treas. Dies

ARTHUR BREWSTER TUTTLE, 57, treasurer of RCA at his retirement in September 1949, died Tuesday in Lenox Hill Hospital, New York. A few hours earlier he had suffered a stroke while attending an art exhibition in New York.

He joined the accounting department of RCA in 1921 after attending Cornell U. Mr. Tuttle had been vice president and treasurer of RCA Communications Inc. before he was elected treasurer of the parent company in May 1946.

Mr. Tuttle served in the Army on the Mexican border and was a second lieutenant during World War I in France and Belgium.

Surviving are his second wife, the former Marjorie MacInnis, and three children of his first marriage.

INAUGURAL BALL

Sponsor Ban Levied; Committees Named

BAN on commercial sponsorship of the Inaugural Ball the night of Jan. 20 was announced last week by the Citizens Inaugural Committee. Question of whether radio and TV facilities would be permitted to cover the social event was still undecided, it was reported [B•T, Dec. 15].

The Inaugural Committee also announced that there would be no live TV permitted at the reception for distinguished guests, scheduled to be held at the Statler Hotel Jan. 18. No reason was vouchsafed for the prohibition.

Meanwhile, Sen. Styles Bridges (R-N. H.), chairman of the Joint Congressional Inaugural Committee, which is in charge of the Capitol Hill swearing-in ceremonies, announced members of his group. They are: Sens. Herman Welker (R-Ida.) and Carl Hayden (D-Ariz.) and Reps. Joseph W. Martin Jr. (R-Mass.), Leslie C. Arends (R-Ill.) and Sam Rayburn (D-Tex.).

Other Assignments

Mark Trice, secretary of the minority, was appointed secretary of the Congressional committee, and William T. Reed, deputy Senate Sergeant-at-Arms, assistant secretary. Sen. Bridges also announced the following as special assistants to the chairman: Mrs. A. Burks Summers, James P. Selvage and Albert G. McCarthy.

Following radio-TV personalities were appointed to the Inaugural Ball subcommittee by the Citizens Inaugural Committee:

Mr. and Mrs. Samuel H. Kauffmann (*Washington Evening Star*-WMAL), Col. and Mrs. Robert McCormick (*Chicago Tribune*-WGN), Mr. and Mrs. Eugene Meyer (*Washington Post*-WTOP), reception committee; Thad H. Brown Jr. (NARTB), invitations committee; Edgar Morris (Zenith distributor), co-chairman, floor committee; Kenneth Berkley (WMAL), Earl Gammons (CBS), Frank M. Russell (NBC), patrons committee; Philip Graham (*Washington Post*-WTOP), co-chairman, program committee; Arthur Scharfeld (Scharfeld, Jones & Baron), publicity committee; Julius Cahn (assistant to Sen. Alexander Wiley and conductor of radio program series), advisory committee; Nelson Hartson (Hogan & Hartson), floor committee.

Committee on reception to distinguished guests:

Edgar Morris (Zenith distributor) and Nelson T. Hartson (Hogan & Hartson), chairman and member, respectively, floor subcommittee; and Thad H. Brown Jr. (NARTB), Lester Cohen and John J. Sirica (Hogan & Hartson), Ben S. Fisher (Fisher, Wayland, Duvall & Southmayd), Earl H. Gammons (CBS), Philip L. Graham (*Washington Post*-WTOP), Samuel H. Kauffmann (*Washington Evening Star*-WMAL), John M. Littlepage (Littlepage & Littlepage) and Arthur H. Schroeder (Miller & Schroeder).

FARM TV SETS

Highest in North

TV SET ownership among farmers is highest in the North, where 32% of the farms have video receivers, according to a survey conducted by Erwin, Wasey & Co., New York. The study provides extensive data on farmers' buying habits and media coverage.

Ownership of TV sets was found in 21% of Central states compared to 11% in the Pacific states and 10% in the South. Growing importance of TV is observed in the study.

The survey shows high loyalty to farm magazines, pointing out that "as many families read farm publications as own radios."

Erwin, Wasey points to "a high correlation between the advertising they've (farmers) seen and the brands they buy."

PHILCO Corp., Philadelphia, announces addition of 42 new members to the corporation's Twenty-Five Year Club. Club now has 173 members.

540 KC BID

Church Refiles

PIONEER broadcaster Arthur B. Church (KMBC Kansas City) returned to the 540 kc battle last week when he refiled an application for that frequency in behalf of his KFRM Concordia, Kan.

Mr. Church's application is the second since 540 kc was opened for U. S. assignment last October [B•T, Oct. 27]. The first was filed by Washington consulting engineer Everett Dillard for Wheaton, Md., a Washington suburb [B•T, Nov. 17].

In Concordia, Mr. Church asked for 540 kc with 10 kw, directional at night. His application indicated that a four-element array would be used to throw the signal south and west of Concordia, serving the north central Kansas plain country.

The daytime .5 mv/m signal, the application showed, would cover an area of 134,285 square miles, with 1,833,413 people. The night time 2.5 mv/m signal—which is the contour limitation from Canadian Class 1-A CBK Watrous, Sask., which operates with 50 kw on 540 kc — would cover 33,412 square miles, with 541,505 people.

KFRM, which began operation in 1947 on 550 kc with 5 kw daytime only, has an interference-free coverage of 84,428 square miles with 959,300 people.

Cost of boosting the transmitter to 10 kw and of adding another tower for the night time directional pattern would be $36,772, the application stated.

1944 Application

First application for 540 kc was made by Mr. Church in 1944. The FCC dismissed that application in 1946 since 540 kc was not officially assigned to the U.S. broadcast band until 1947, after the Atlantic City Telecommunications conference.

The application indicated that Mr. Church's Midland Broadcasting Co., licensee of both KMBC and KFRM, had total current assets of $184,701 and current liabilities of $77,953. In 1950, the company made $79,398 after taxes, and in 1951 $16,435. KMBC, which began operation in 1921, is on 980 kc with 5 kw, directional at night. It is affiliated with CBS.

Mr. Dillard's application for Wheaton asked for 540 kc with 250 w, daytime only. The unincorporated town, about 15 miles from downtown Washington, has a population of 50,000, Mr. Dillard's application specified. It is the site of the transmitter of WASH (FM) Washington, also owned by Mr. Dillard.

Curad on DuMont

BAUER & BLACK, Chicago (Curad plastic bandages), co-sponsoring *Twenty Questions* (with Luden's Inc.) over DuMont TV Network, Friday, 10-10:30 p.m. (EST), starting Jan. 2. Agency Leo Burnett, Chicago.

XUM

Like women go for hats

Baltimore merchants go for WITH like women go for hats. These merchants love the quick, profitable results they get from this low-cost station. At low, *low* rates, WITH delivers a huge, responsive audience —more listeners-per-dollar than any other radio or TV station in town. And that means *low-cost results!* And that's why WITH *carries the advertising of twice as many local folks as any other station in town!*

So take a tip from these smart advertisers. Put WITH on *your* schedule. WITH can produce low-cost results for *you*, too! Get the whole story from your Forjoe man today!

IN BALTIMORE

WITH

TOM TINSLEY, PRESIDENT

REPRESENTED BY FORJOE & COMPANY

WMBR-AM-TV Bought by 'Wash. Post'

(Continued from page 23)

of the company under the new ownership, directing both TV and radio. It is presumed that the Jacksonville operations later will become a division of the Washington Post Co., with Mr. Marshall continuing as president of the division and with Mr. Hayes in general policy direction of all *Post* radio and television interests.

Mr. King, who has not been in robust health in recent months, does not plan immediate return to ownership or management. But he from time to time has been supported for an FCC post, and, as an "Eisenhower Democrat" is understood to be interested in one of the upcoming FCC vacancies. He participated in radio-TV campaigning activities in Florida for the "Democrats for Eisenhower."

Stations' Facilities

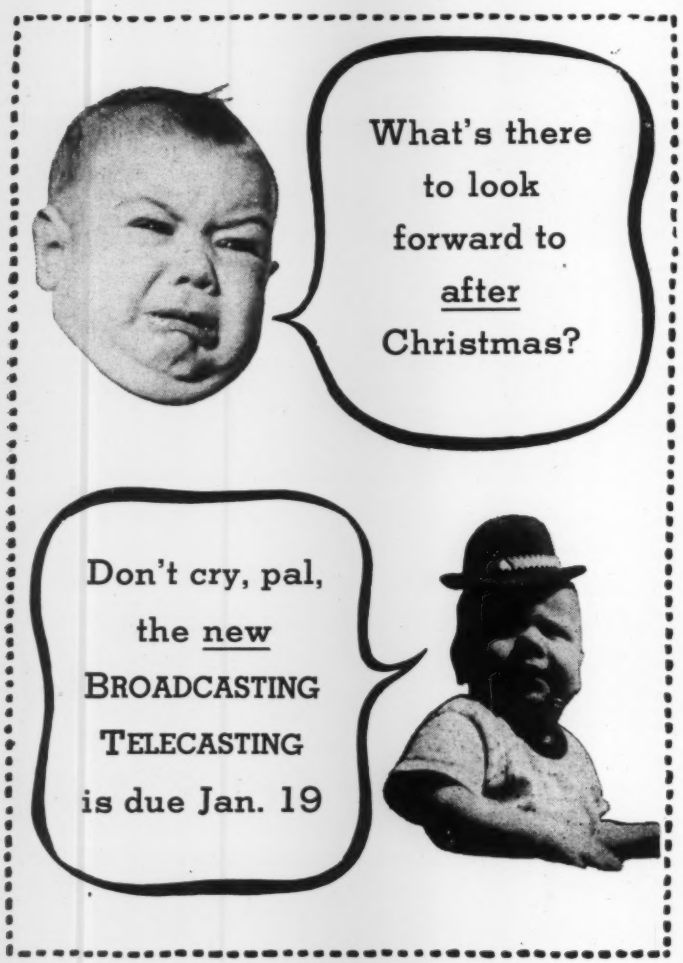
WMBR is the CBS Radio affiliate and operates on 1460 kc, with 5 kw It began operations in 1927. WMBR-TV, assigned Ch. 4, is the only TV station now operating in Jacksonville, and, as such, takes programs from all four national networks. It began operation on Oct. 14, 1949, with effective radiated power of 14.8 kw visual and 7.4 kw aural. It was granted a construction permit for the maximum Ch. 4 power of 100 kw by the FCC last week. Following FCC approval of the transfer, the new owners plan to proceed forthwith on the maximum operation.

The Washington Post Company, headed by Eugene Meyer, chairman of the board and father-in-law of publisher Graham, owns 55% of the stock of WTOP Inc., which operates WTOP, WTOP-TV and WTOP-FM. CBS is 45% stockholder in these properties. The stations recently launched a $2 million building project.

Prior to the Jacksonville negotiations, it is understood that the *Post* had investigated three other television-radio operations which failed to jell.

Handling the Jacksonville transaction for the *Post* are the New York law firm of Cravath, Swaine & Moore, and the Washington law firm of Covington & Burling. Representing the Norton group are Hogan & Hartson, Washington.

DUFFY-MOTT Co., N. Y. (Mott's apple juice and sauce and Sunset prune juice), sponsoring *This Is Charles Laughton*, featuring Mr. Laughton in readings from the Bible and other literature, over WJZ-TV New York, Fri., 8:30-8:45 p.m. EST, for 26 weeks starting Jan. 9. Agency: Young & Rubicam, N. Y.



BAKER PREVIEWS

'53 Television Picture

MORE than 200 TV stations in operation and over 6.5 million newly-produced TV receivers by the end of 1953—that's the prediction of Dr. W. R. G. Baker, vice president of General Electric Co. and general manager of its Electronics Division.

In a "Preview of 1953," issued yesterday, Dr. Baker foresaw "a record year for the electronics industry," with (1) continuation of the trend toward larger-size TV picture tubes, (2) progress in development of color picture tubes, (3) continuing high level of military output, (4) marked increase in technological developments, including production of transitors and rectifiers.

Key points outlined by Dr. Baker are these:

- **Total industry production and sale of video sets in 1953 should exceed 6.5 million units "and may come close to the record factory sales of 7,355,000 units of 1950."**
- **A substantial number of 1953 TV receivers will be equipped for both vhf and uhf to cover "the majority" of new stations that will be broadcasting in the uhf range.**
- **Approximately 7.5 million home and portable sets will be produced and sold next year—an increase of about 10% over 1952. Over one-third of the volume will consist of clock radio sets.**
- **High rate of TV construction permits will continue, with perhaps 250 added in 1953 to some 150 expected to be approved by this year's end. CP holders will spend about $100 million on transmitters, antennas and television studio equipment. Industry will be better prepared to meet equipment needs in 1953, with quicker delivery.**

'OPERATION SANTA'

Bergen Beards TV Lion

GIFTS for Edgar Bergen's "Operation Santa Claus" are heavier this year than last with the bulk coming from "high television areas," although his appeals have been made by radio, not TV.

This evidence of high response to radio, even in major television centers, was cited last week by Irwin Franklyn, manager of Mr. Bergen's "Operation Santa Claus" tour, at a news conference preceding the ventriloquist's appearance at the Christmas luncheon of the Advertising Women of New York, held Wednesday at the Astor Hotel.

"Operation Santa Claus" is a project in which Mr. Bergen collects gifts and distributes them to hospitalized service men and women.

Mr. Franklyn said that as of last Wednesday, more than 45,000 pounds of gifts had been collected, compared to 32,000 pounds for the entire project last year.

The bulk, he said, came from such "so-called great television cities" as New York, Cleveland, Chicago, Los Angeles, San Francisco and Richmond, Va. Yet the appeals for gifts were made on the *Edgar Bergen-Charlie McCarthy* show on CBS Radio and on numerous spot announcements on that network, and not one has been made on television, Mr. Franklyn said.

72-76 MC BAND

Noble Suggests Conference

DEADLINE for comments on FCC's proposed rule-making proceeding to set new allocation policy for the 72-76 mc band—composed of non-broadcast channels situated between television Chs. 4 (66-72mc) and 5 (76-82 mc)—was continued by the Commission last week from Dec. 22 until Feb. 20 in order to allow additional industry viewpoints to be presented. Potential interference to TV is the prime issue involved.

FCC instituted the rule-making in early September when the new proposal was issued to put chief responsibility upon the non-broadcast fixed stations using the 72-76 mc band for prevention of harmful interference to TV stations on Chs. 4 and 5 [B•T, Sept. 8]. About 1,000 operational fixed stations presently are using the band, many being common carrier low power point-to-point units. Others include industrial and public safety stations.

Seeks Preliminary Meeting

An informal engineering conference is suggested by D. E. Noble, vice president of Motorola Inc. He said such a meeting "could rough out the first approach to the setting of standards to permit a maximum possible use of the 72-76 mc band within limits which are not one-sided and oppressive to the point where fringe television reception may dominate and rule out the operation of far more important services."

He urged simple licensing procedures be established, with engineering showings required for special cases, "but in order that the requirements may not be entirely one-sided, it is highly desirable that reasonable standards should be established covering characteristics and conditions of operation for the television receivers and the television systems involved."

The 72-76 mc band "is far too valuable to permit it to be lost because of an indifferent attitude which offers it up as a sacrifice to the frequency-consuming maw of the huge television industry," Mr. Noble stated.

"No effort must be spared to established intelligent limits to television system standards and to make every intelligent engineering approach to the problem to save the greatest possible number of kilocycles for effective and full mobile service utilization," he said. "The 72-76 mc band is a neglected and poorly-managed band, which is destined for a history of intolerable waste if the FCC fails to accept full responsibility for its protection."

HANK SYLVERN, musical conductor for *This Is Show Business* and *Suspense*, both on CBS-TV, will record an album of original tunes. Each number will be based on a folk-type of music of eight different countries.

XUM

CHRISTMAS WOULDN'T BE CHRISTMAS
WITHOUT MUSIC!
White Christmas
Winter Wonderland
Mister Snowman
Sleigh Ride
That's What Christmas Means To Me
Santa Claus Is Coming To Town
I Saw Mommy Kissing Santa Claus
Rudolph The Red-Nosed Reindeer
All I Want For Christmas Are My Two Front Teeth
It's Beginning To Look Like Christmas
Dearest Santa
Christmas In Killarney
Santa Claus Express
That Christmas Feeling
That's What I Want For Christmas
Mistletoe Kiss polka
Jolly Old Man In The Bright Red Suit
We Wish You A Merry Christmas
I Want You For Christmas
A Christmas Fantasy
Have Yourself A Merry Christmas
If I Were Santa Claus
Santa's On The Way
Let's Start The New Year Right
The Snowman
The Night Before Christmas
Santa Claus Blues
I'll Be Home For Christmas
Christmas In My Heart
Hello Mr. Kringle
Jolly Jolly Jingle
Christmas Song
Christmas Candles
Blue Christmas
Merry Christmas Waltz
AMERICAN SOCIETY OF COMPOSERS AUTHORS PUBLISHERS
AS CAP

...and in the ASCAP repertory there is available the greatest collection of Holiday Songs for every type of use.

The 3,000 members of ASCAP extend to all their friends in the entertainment world

SEASON'S GREETINGS AND BEST WISHES FOR A HAPPY AND PROSPEROUS NEW YEAR

THE AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE · NEW YORK 22, N. Y.

GUY MARKING *Industry Attacks Rules, Asks FCC-CAA Cooperate*

PROPOSED changes in FCC's rules governing safety markers on high antenna towers and guy wires drew widespread criticism last week from industry sources on the ground some of the proposals were impractical. FCC's ideas should be coordinated with proposed obstruction rules being drawn up by Civil Aeronautics Adm., it was suggested.

Ideco Div. of Dresser-Stacey Co., Columbus, Ohio, said proposals to require lights on guy wires would add a structural hazard and the wires are not dangerous to navigation. J. Roger Hayden, sales manager, said vibration problems would be aggravated and servicing of short-life lights on guy wires would be costly and dangerous.

Crouse-Hinds Co., maker of beacons, said FCC should coordinate its proposed rules with the CAA study. Two beacons are needed at intermediate tower points, according to A. H. Clarke, commercial vice president.

William F. Maag Jr., vice president and general manager of WFMJ-TV Youngstown, Ohio, holding a CP for a 1000-ft. tower, said guy wire requirements are impractical and of doubtful effectiveness. He urged coordination with CAA.

Air Transport Assn. urged reconciling of differences with CAA rules and observed there is no provision for high-tensity daylight lighting.

The CAA joined in pointing out it is revising its obstruction marking manual in cooperation with private industry, suggesting the two agencies coordinate their requirements. CAA proposed pendent markers be permitted as optional types of guy wire day markers and declared floodlamps are impractical as a means of obstruction lighting for overhead or guy wires.

NARTB Comment

In its comments, filed with the FCC Monday, NARTB asked deferment of any action on the proposal to amend the rules on construction, marking and lighting of antenna towers and supporting structures.

NARTB directed its comments solely to Par. 17.36 of the proposed amendment of Sub-Part C, Part 17 covering guy wire marking and lighting. The specifications would require TV towers over 500 feet and having outer guy wires connected with the ground at a point over 500 feet from tower base to be marked in daytime and illuminated at night.

Such towers would be required to show orange spheres at 120-foot intervals along outer guy wires at daytime and red lights at similar intervals for night marking. NARTB said it was concerned lest the proposed markings and lights might prove impossible to maintain besides contributing to deterioration of guy wires.

Insufficient data are available on which to base uniform standards of marking and lighting guy wires, according to NARTB, which asked FCC to defer final action of the proposed rule until experience is gained from pioneer construction of tall guyed towers. Comments were filed by NARTB counsel, Thad H. Brown Jr., Vincent T. Wasilewski and Abiah A. Church.

CBS pointed to hazards involved in guy-wire marking, contending markings and lighting for the main antenna structure would be adequate.

A. Earl Cullum, consulting radio engineer, filed opposition on behalf of Taylor Radio & Television Corp. (KANS Wichita, etc.), WSB-TV Atlanta, WHIO-TV Dayton, Ohio, KGNC Amarillo, WLAC Nashville (Old Hickory, Tenn.) and WBEN Buffalo. He pointed out that the requirement of one-foot or larger spherical markers on guy wires, used on power lines in Europe, is not practicable on guy wires for tall towers. He said spherical dampeners used on long guy wires to reduce vibration add little significant visibility to the guys. A one-foot sphere could not be seen more than two-thirds of a mile, he said, adding that windloading, maintenance and mechanical resonance effects must be considered. He found hazards also in wirelighting rules. He proposed adoption of a formula for painting and lighting towers so heights could be ascertained by plane pilots. Similar protest was filed by WHO Des Moines, which added that Assn. of Federal Communications Consulting Engineers is filing opposition to the proposed rules.

On behalf of AFCCE, James C. McNary, president, opposed the rule covering daytime spheres on guy wires on the ground they increased wind loading and involved hazards in servicing. Pilots would not have more than a few seconds warning, it was added, and resonance of guys would cause severe loads. Wire lighting was viewed as impractical and dangerous, and peripheral lighting was viewed as ineffective. AFCCE asked FCC to await results of the WFAA Dallas experiments (Dec. 15).

KOIN Portland contended the proposed specifications for guy wires are unnecessary, impracticable and unobtainable, urging delay until a substantial need for such markings has been shown. A government-industry conference was advocated.

upcoming

Dec. 27-29: American Marketing Assn., conference, Palmer House, Chicago.

1953

Jan. 3: 83rd Congress convenes, Washington, D. C.

Jan. 5-10: National Collegiate Athletic Assn. convention, Mayflower Hotel, Washington.

Jan. 8: NARTB Convention TV Subcommittee, NARTB Hdqrs., Washington.

Jan. 9-10: South Carolina Broadcasters Assn. annual meeting, Francis Marion Hotel, Charleston, S. C.

Jan. 12-13: NARTB Standards of Practice Committee, NARTB Hdqrs., Washington.

Jan. 12-Mar. 2 (each Monday): Eleventh Annual Advertising Conference series, sponsored by L. A. Advertising Women Inc., CBS Hollywood.

Jan. 14-15: NARTB TV Code Review Board, NARTB Hdqrs., Washington.

Jan. 14-16: Third Conference on High-Frequency Measurements, Washington, D. C. (Jointly sponsored by AIEE, IRE and National Bureau of Standards).

Jan. 24-25: Retail Advertising Conference, Conrad Hilton Hotel, Chicago.

Jan. 26: Continuance of Theatre-TV allocations hearings, FCC Hqtrs., Washington, D. C.

Jan. 26-27: NARTB Copyright Committee, NARTB Hdqrs., Washington.

Jan. 28-30: Eighth Annual Georgia Radio and Television Institute, Henry Grady School of Journalism, U. of Georgia, Athens.

Feb. 5-7: Southwestern I.R.E. Conference & Electronics Show, Plaza Hotel, San Antonio.

'Mr. President'

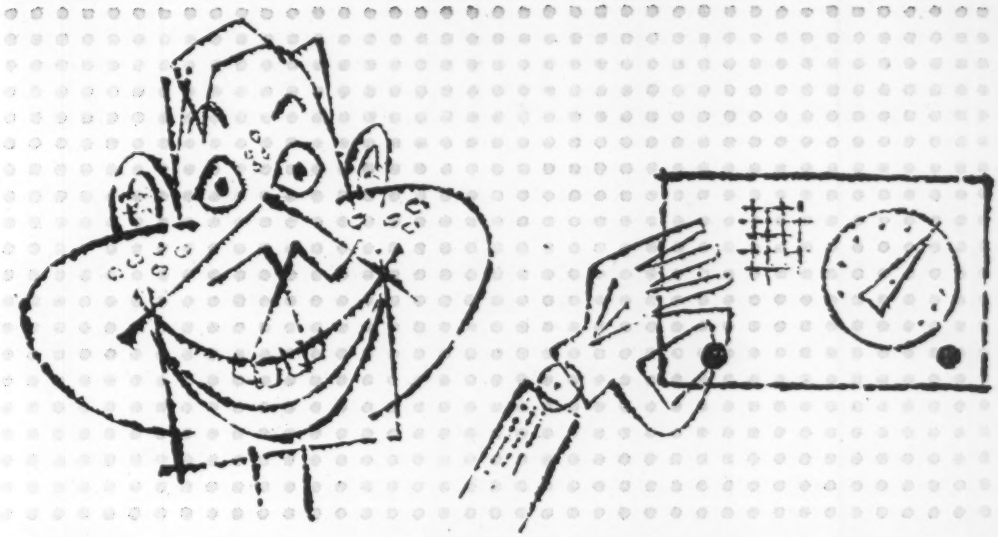
ALBUM of records entitled "Mr. President," which documents the American scene and the Executive Office from Herbert Hoover to President-elect Dwight D. Eisenhower, has been compiled by Jim Fleming, news editor of NBC-TV's *Today* program. Gathered from NBC's tape-recording library, the album will be released in January by RCA Victor.

FCC FINALIZES
'Class IV Restrictions Order

FCC finalized last Thursday its rule-making proposal of June 8, 1951 [AT DEADLINE, June 11, 1951], precluding further assignments of Class IV AM stations on regional channels "to prevent any further increase of the interference level to the degradation of the service of stations operating on regional channels."

Applications pending before the Commission before last Thursday, effective date of the report and order, still will be considered under the old rules, however, the FCC stated. The 20 Class IV stations, mostly 250-watters, now operating on regional channels, will not be required to change frequency or power. All such stations are not protected against interference from Class III stations, which also use regional frequencies, FCC said.

XUM



a puppet? on radio?

This, friend, is no run-of-the-sawmill puppet. This is Howdy Doody, second most popular mythical character in the kids' world.[1] And he happens to have fifteen minutes of network radio time every Saturday, 9:15 to 9:30 a.m., in which to sell your product to tiny and moderately large urchins.[2]

You see, Howdy's show starts at 8:30 and lasts an hour, but the first half is available for co-op sale, and the 9:00 to 9:15 spot is very happily occupied by International Shoe Corporation.[3] As a result, you can buy a network in the last or highly desirable segment.

With International Shoe and the co-op sponsors contributing, your talent cost is pared down to a slender bone. As for your time cost—the choice of markets will be left up to you and your budget. There is one restriction though; you can't have Canada. Sorry, it's all sold out.[4]

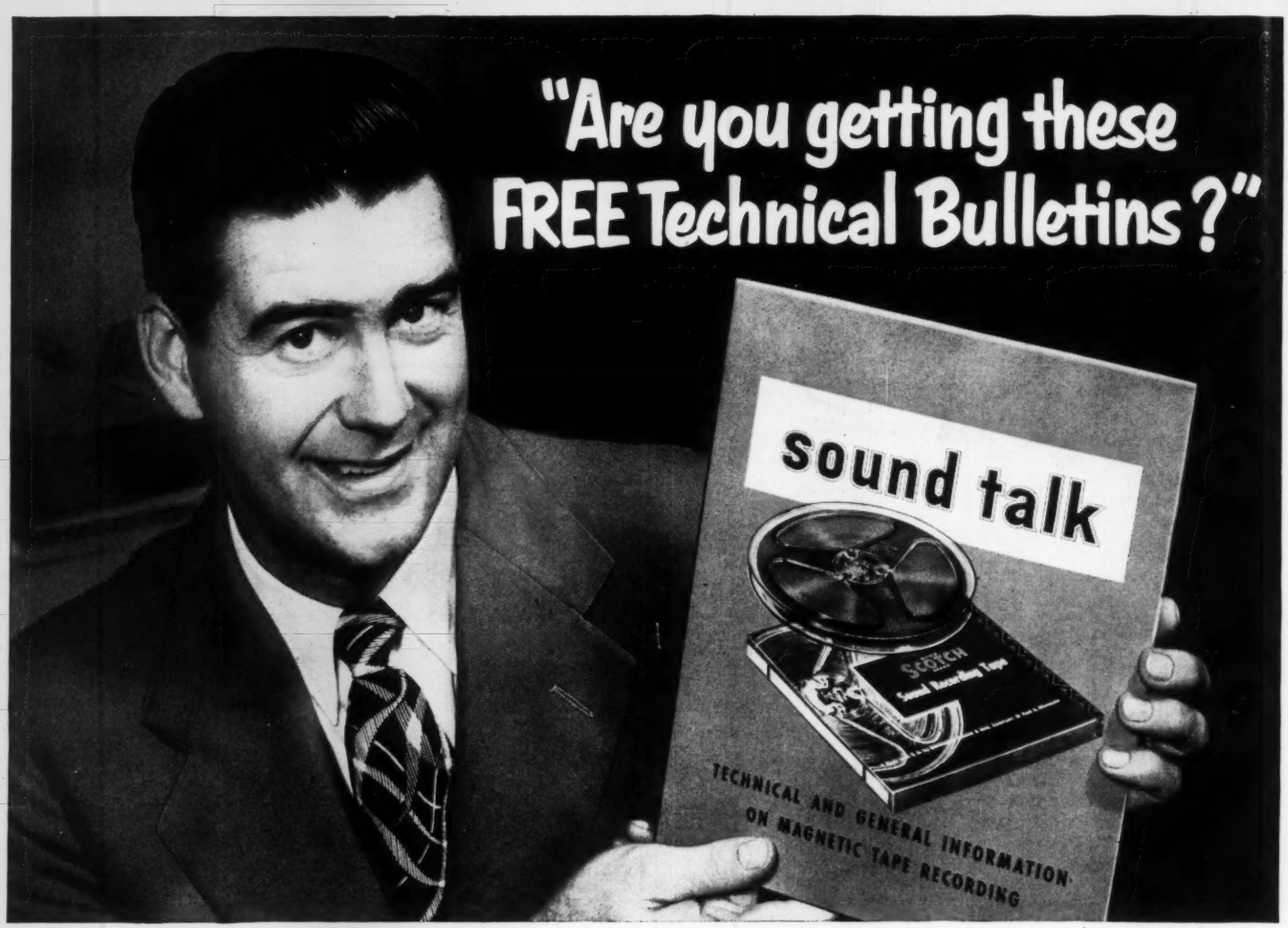
With the full network you can expect to reach 1½ million homes containing over 2½ million moppets.[5] And surely we don't have to point out the merchandising opportunities inherent in Howdy's lovable white pine frame.

If you want to talk turkey to tots, Howdy Doody is your mannikin. Ask any 7-year-old.[6]

1. The first, we're afraid, is Santa Claus.
2. 9:15 a.m. Saturday may seem like the middle of the night to *you*, but the kids have been up for hours.
3. They're probably selling shoes like crazy, but they won't tell us.
4. Ogilvie Flour Mills; Kraft Foods, Ltd., St. Lawrence Starch Co., Ltd.
5. Estimated Nielsen National Ratings (January-June, 1953).
6. If he can't give you complete details, call us.

National Broadcasting Company

a service of Radio Corporation of America


"Are you getting these FREE Technical Bulletins?"
sound talk
TECHNICAL AND GENERAL INFORMATION ON MAGNETIC TAPE RECORDING

There's plenty of valuable information for recording engineers and tape enthusiasts in the new series of "Sound Talk" bulletins. Written by technical experts and backed by extensive laboratory tests, these fact-filled bulletins furnish a rich, practical background of magnetic recording information for anyone engaged in professional recording work.

"Sound Talk" bulletins are currently being mailed to upwards of 3,000 users of professional tape recording equipment. If you are not on our mailing list, simply fill out and mail the coupon below and we will send you your "Sound Talk" binder containing a complete set of bulletins. There will be no charge for this or for the succeeding bulletins you will receive, of course.

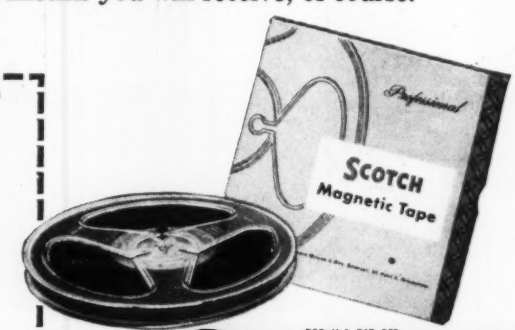
Minnesota Mining & Mfg. Co. BT-122
St. Paul 6, Minn.

Please put my name on your mailing list to receive free "Sound Talk" bulletins.

NAME_____

ADDRESS_____

CITY_____ ZONE____ STATE_____



REG. U.S. PAT. OFF.

SCOTCH BRAND **MAGNETIC TAPE**

The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.— also makers of "Scotch" Brand Pressure-sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N. Y. In Canada: London, Ont., Can.

XUM

Ike Urged to Name Hyde Now

(Continued from page 23)

with General Teleradio, he will continue in a consulting capacity for several years, and this would preclude acceptance of an FCC assignment unless he relinquished that arrangement. Mr. Streibert, an ardent Republican, has not yet announced his plans, but they are expected to be in private industry.

Another candidate confronted with a problem because of the statutes which preclude engagement in any other kind of business as a condition precedent to FCC appointment is Roland C. Davies, editor of *Telecommunications Reports*, Washington news service devoted to common carrier communications and related activities. Mr. Davies is being supported for the so-called short-term vacancy to be created when Eugene F. Merrill retires Jan. 20 with the change in administration. Mr. Merrill accepted a recess appointment to succeed Comr. Robert F. Jones and, with the convening of Congress Jan. 4, his recess appointment ends. Washington parliamentarians are studying the statutes to determine whether Mr. Davies can be appointed without divesting himself of his news service holdings, and if an affirmative conclusion is reached, his supporters will stress the desirability of having on the FCC one familiar with common carriers.

Fred Palmer, radio consultant and former station manager, has considerable support in the Midwest, notably from Sens. Taft and Bricker of Ohio. A number of broadcasters also have endorsed his candidacy and former Commissioner Jones, now a Washington attorney, is known to have a high regard for him. Mr. Palmer is a staunch rural radio advocate, and was instrumental in establishing a number of farm stations.

Brown Candidacy

Thad H. Brown Jr., manager of television operations and counsel of NARTB, last week became an active candidate after a number of television broadcasters had urged him to seek the post. He is the son of the late former Federal Radio and Communications Commissioner Brown, and has been reared in a broadcast atmosphere. His father was the former Secretary of State of Ohio, and his mother, Mrs. Howard Coffin, was a Taft worker before Chicago and a GOP headquarters worker during the campaign.

Another attorney in the running is Joseph P. Marshall of West Virginia, now living in Chevy Chase, Md. His experience includes research in the office of Sen. Taft; Office of Price Administration; Navy during World War II with rank of lieutenant commander, and special counsel to Sen. Hugh Butler of Nebraska. He was chairman of the Maryland State Federation of Young Republicans and served in the Maryland Assembly this year. He was an alternate to the GOP convention.

Emphasis is being placed upon a full-scale staff reorganization at the FCC. This, of course, cannot be done until there are four Republicans on the FCC itself. This will occur with the departure of Comr. Merrill and the retirement, either on Jan. 20 or later, of Chairman Paul A. Walker, who is past the statutory retirement age and is serving by sufferance of an Executive Order of President Truman. Parliamentarians say President-elect Eisenhower can countermand the Truman order upon assumption of office Jan. 20, thus creating a seven-year vacancy.

There are now four Democrats, two Republicans and one Independent (Webster) on the Commission. The new alignment will place four Republicans on the agency, along with the others. Comr. Webster, it is thought, would vote with the Republicans on reorganization since he has little patience for some of the New Dealers and left-wingers on the staff.

Other Offices Considered

Under immediate scrutiny are the offices of Secretary and General Counsel, now filled by T. J. Slowie and Benedict P. Cottone, respectively. Mr. Slowie has not been overly active but has maintained excellent Democratic ties on Capitol Hill, where he once served as top aide to former Representative Jacobson of Iowa. His job is regarded as political. The general counsel's position, while not strictly patronage, is nevertheless regarded as political.

Heard as a possible appointee to the Secretaryship is James W. Baldwin, who served as Secretary of the Federal Radio Commission in its early days and who afterward became managing director of the National Assn. of Broadcasters (1935-38). He was former part-owner of WGH in Norfolk-Newport News, Va., and for several years has been an executive in the office of the Chief Signal Officer of the Army.

Mentioned as a possible new general counsel is Abe McGregor Goff of Moscow, Idaho, who served in Congress from 1946 to 1948. He has a military record dating back to World War II and is a reserve colonel. He has been active in American Bar Assn. affairs. He is 53 and is reported to have important Republican backing.

The GOP wants to dig deeply into staff, notably among the attorneys, and in the important Broadcast Bureau. High officials of the FCC are hard put to identify a single Republican lawyer now on the staff who would qualify for a top job. Hence, it is thought that most of the new appointments will be from the outside.

Advertisement

From where I sit *by* Joe Marsh

Bunny's Story Had a Nice "Ring" to It

"Bunny" Baker—our cute blonde secretary over here at the newspaper—showed up late for work the other morning and "scooped" us all.

Bunny came in carrying a big box of expensive cigars under her arm and, without a word, went around dropping a cigar off at each desk. Finally, when we were all but bursting with curiosity, Bunny told us what was going on. She held up her left hand and proudly displayed a lovely diamond ring on her third finger.

"It's a boy," she said. "Six feet two, a hundred ninety-six pounds."

From where I sit, Bunny's way of announcing her engagement to us showed real ingenuity. And ingenuity—doing things in a better and different way—is a typical American trait. Freedom of expression, freedom to work how and where we please . . . even a little thing like the freedom to choose a glass of beer after a day's work—these are some things that make our nation so "engaging."

Joe Marsh

Copyright, 1952, United States Brewers Foundation

Rate Formula Accord by NBC, TV Affiliates

(Continued from page 25)

work commercial time a month. The 174 hours incorporated as the point beyond which free-hour reductions would commence, they said, represented approximately the top amount of network commercial time then being carried by any NBC-TV stations.

The compromise worked out and "favorably received" by the affiliates in Chicago will be negotiated by the network and stations individually, as all contract negotiations are carried on individually. But executives of the 41 stations represented at Chicago adopted a resolution urging that the affiliates recommend to each other favorable acceptance of the plan in their respective negotiations with NBC.

The revised plan will "make more money" for NBC and the stations and prove "advantageous" to both, NBC President Joseph McConnell predicted.

The plan, which Mr. McConnell described as "the best thing we've ever done"—and a "milestone in the history of the industry"—evolved from eight months of discussions among the 41 NBC-TV affiliates and the network after disagreement on terms of compensation.

The stations' committee was headed by Walter Damm, WTMJ-AM-TV Milwaukee and vice president of The Journal Co. He called the special meeting for all NBC-TV affiliates at Chicago's Drake Hotel Monday and Tuesday. Executives of the 41 stations met during the Monday session to convert the eight months of work into a cohesive presentation, and on Tuesday morning the group met with NBC executives to reach final terms of agreement.

Ray W. Welpott, WRGB (TV) Schenectady, worked with Mr. Damm on the station committee. The NBC group was headed by Joseph V. Heffernan, financial vice president.

Mutual Benefits Seen

Mr. McConnell said he was "very proud of the agreement," which would be "advantageous" to both groups. He said, "No group in the industry has ever to my knowledge accomplished so outstanding a job in the area of understanding relations between a network and its stations.

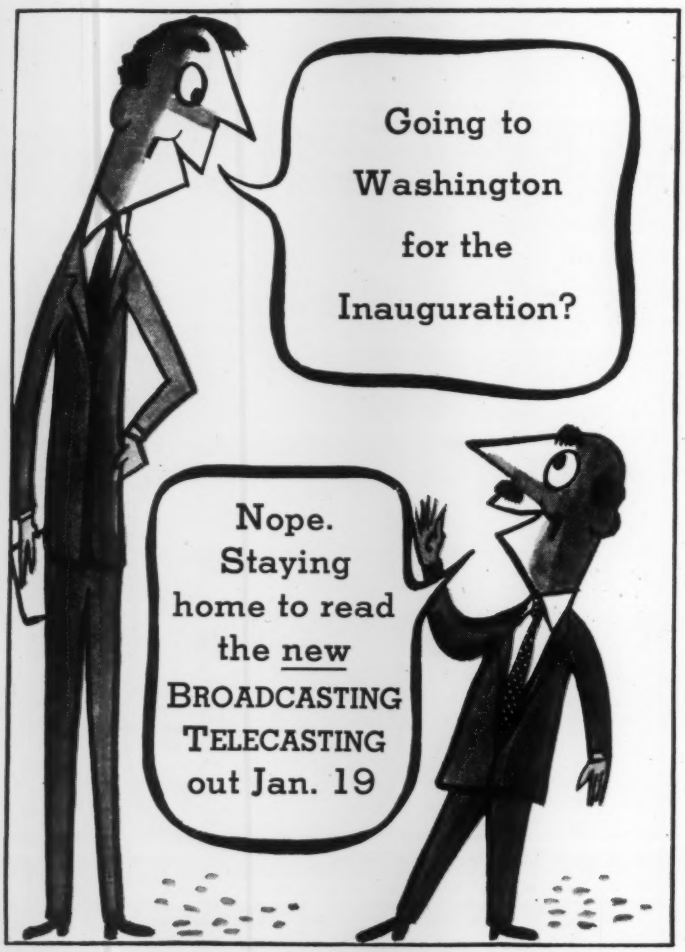
"The station committee gave fully of itself in sitting down with our people and working out the very difficult and very complicated problems which were involved. All worked together harmoniously and in a business-like way and with full regard to each other's stake in advancing the television industry to greater heights."

Mr. Damm termed the mutually profitable agreement "the greatest thing of its kind I have ever seen in my many years in the broadcast business. We achieved a complete understanding of each other's problems in the growing television industry, and, operating on this principle, we were able to work out a plan which will benefit us both."

Mr. McConnell congratulated NBC and the stations' group "on the fine job," while Mr. Damm lauded the network for "making available to our committee so fully and frankly the information about its operations which enabled us to work out the plan."

The stations' committee also adopted resolutions praising NBC for its *Victory at Sea*, which won the Sylvania Grand Award [B•T, Dec. 15], "and the high standard of its public service programs." Unit cited the recent series presented in cooperation with the American Medical Assn. Still another resolution commended the network for outstanding and full sports coverage, referring to the NCAA *Game of the Week*, the World Series and other events.

NBC's representatives included, in addition to Mr. McConnell and Mr. Heffernan, Harry C. Kopf, NBC Chicago vice president; Harry Bannister, vice president in charge of station relations; Sheldon B. Hickox Jr., director of radio and TV station relations, and Frank White, vice president and general manager of the radio and TV networks.



WWHG GRANT PROPOSED

Would Deny WLEA Bid

INITIAL decision looking toward grant of application by WWHG Hornell, N. Y., for change from 1320 kc, 1 kw, daytime only, to 1420 kc, 1 kw day, 500 w night was proposed last Monday by FCC Hearing Examiner Basil P. Cooper.

Decision would deny request of WLEA Hornell to change from 1480 kc, 1 kw, daytime only, to 1420 kc, 1 kw day, 500 w night. WLEA is licensed to Hornell Broadcasting Corp. and WWHG to W. H. Greenhow Co.

In his conclusions, Mr. Cooper said that WWHG will serve a slightly larger area and population; will have more and better facilities for the public; has presented "a diversified program service" had made its AM-FM facilities available to local groups for public service programs, and "now presents and will present the better programs."

COLUMBIA Records Inc. announced last Thursday that it will produce a "revolutionary" new table-model high-fidelity phonograph that will sell for $139.50. Player has a frequency response from 50 to 12,000 cycles, and measures 16⅞ by 12½ by 10 inches in size.

KGNC's HAMNER

Past 80, She Started in 1941

PROBABLY the nation's oldest woman broadcaster who maintains a commercial radio schedule is Laura V. Hamner of KGNC Amarillo, Tex.

Miss Hamner, who admits to being past 80 but coyly won't be specific, celebrated her 500th consecutive broadcast Nov. 30.

Her program, *Light & Hitch*, began in 1941 over KGNC. The show has one of the largest and

MISS HAMNER was presented roses at her 500th broadcast.

* * *

most loyal followings of all local offerings, the station reports. Miss Hamner is an expert on the history and spirit of the high plains region of Texas. Her programs, which she writes as well as airs, concern the past and present of the people of that region.

Although Miss Hamner was approaching 70 when she began radio work, she has never missed a show. KGNC officials never fail to be amazed at her tireless energy when she transcribes a dozen or more shows in late evening sessions just prior to leaving on lengthy trips. She frequently takes cross-country jaunts.

Miss Hamner is planning a trip to Europe. And no one doubts that she'll make it—and return as tireless as ever.

In addition to her Sunday morning KGNC broadcasts, Miss Hamner writes a weekly column in the *Amarillo Sunday News-Globe*.

For the past year, an Amarillo farm implement dealer has been sponsoring the *Light & Hitch* series. The sponsor reports outstanding sales results.

Truck Firm Buys

INDIANA Motor Truck Assn., Indianapolis, which recently named J. Walter Thompson Co., Chicago, as its agency, has bought 15-minute once-a-week slots on six Indiana AM stations. The series continues for 13 weeks. The client also has signed for *American Forum of the Air* on WFBM (TV) Indianapolis, Sundays for one-half hour, from Jan. 4 for 10 weeks.

XUM

ONE OF THE THREE BIGGEST U. S. MARKETS:

Big Aggie Land

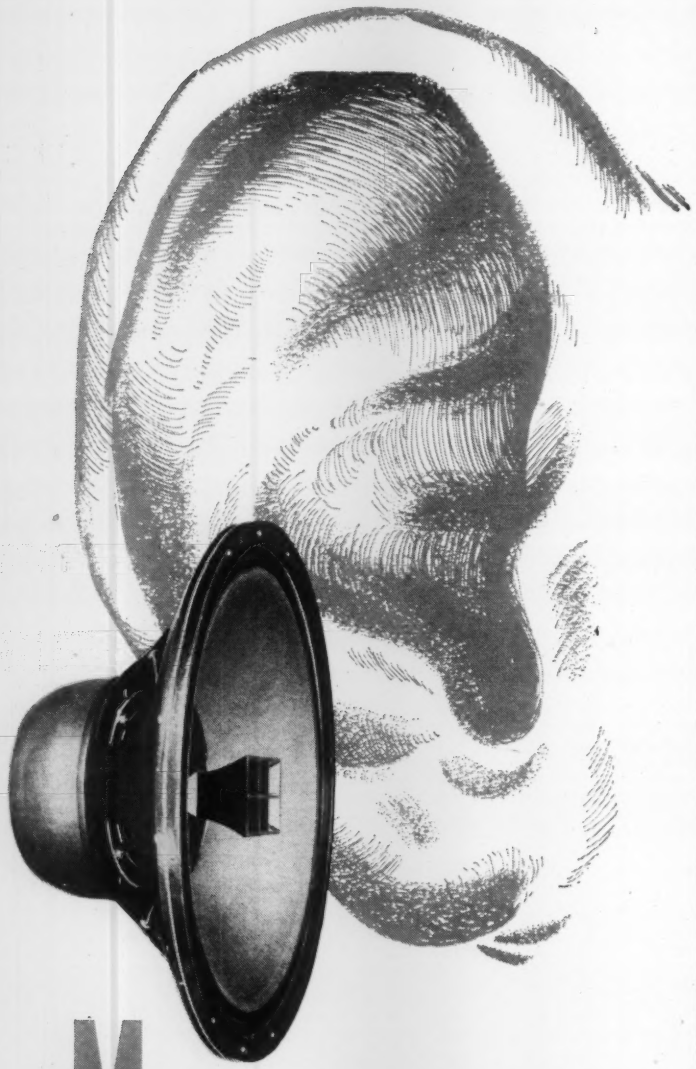
Where WNAX-570 Tops Competition 10 to 1

THE COUNTRYPOLITAN MARKET of WNAX resembles a big city market, except that its shopping centers are 60 miles apart instead of 6. The farmers, ranchers and town folk of Big Aggie Land think no more of driving 60 miles than you do of driving 6. It's a thriving market with a tremendous appetite for goods and services, a million radio families with effective buying income of $4.2 billion, 267 counties in Minnesota, the Dakotas, Nebraska and Iowa which constitute the third largest market in the U. S.

PROOF THAT WNAX effectively taps these countrypolitan riches is again found in the 1952 Diary Study: WNAX has top rating in 486½ of the 500 segments covered—better than 10 to 1 over the nearest competitor. One of radio's most important buys, with unsurpassed coverage and thirty years of listener acceptance, WNAX merits consideration for your 1953 market plans. *Five cents* buys 1,000 radio homes on WNAX. More data from The Katz Agency, our national reps.

WNAX-570

YANKTON-SIOUX CITY
A Cowles Station
CBS Radio 570 KC 5000 WATTS



Monitor every tone

With the new Altec 601A "duplex" you can monitor all the sounds you broadcast—and hear them reproduced with a faithfulness never approached by any other speaker or speaker system. For the new Altec "duplex" is capable of faithfully reproducing every sound audible to the human ear. Here are the reasons why the Altec 601A is the perfect monitor for every broadcaster.

QUALITY—The Altec Lansing Corporation unconditionally guarantees that this loudspeaker, when mounted in a properly designed cabinet, will reproduce all of the tones from 30 cycles to 22,000 cycles.

POWER—20 watts continuous—35 watts peak power capacity.

SIZE—Only 12" in diameter.

PRICE—Net to broadcasters only $89.00 including dividing network.

9356 Santa Monica Blvd., Beverly Hills, Calif.
161 Sixth Ave., New York 13, New York

ALTEC LANSING CORPORATION

Distributed by GrayboR

FRY QUITS

Leaves Demo Post For Private Industry

KENNETH D. FRY, radio-TV director of the Democratic National Committee, Washington, D. C., and veteran of the broadcast field, has left his political post to return to private industry. His future plans have not been disclosed.

Mr. Fry vacated his position the past fortnight after nearly five years service, covering two Presidential and one Congressional campaigns.

Mr. Fry

Since joining the Democratic National Committee in February 1948, Mr. Fry was responsible for planning national use of radio and television and supervising time-buying operations as well as production of programs. He also maintained liaison with members of Congress and networks during periods between various campaigns.

Prior to his national committee post, Mr. Fry was identified with NBC, the government (in OWI and Voice of America) and newspaper and wire service interests from 1923 to 1948.

Aside from supervising placement of Democratic Party spokesmen on regularly-scheduled network programs and working with members of Congress on their radio-TV plans, Mr. Fry is credited with other achievements at the Democratic National Committee.

Under his guidance, the party adopted a policy during the 1952 Presidential campaign of completing arrangements for network time purchases well in advance of the national conventions. Action was designed to avoid heavy preemption charges later.

During the campaign, Mr. Fry handled radio-TV production duties in connection with broadcast appearances of the Democratic Presidential nominee, Gov. Adlai Stevenson of Illinois.

Mr. Fry held various newspaper assignments at the old *Chicago Evening Post*. He was middlewest sports editor for UP until 1933, when he joined NBC's Central Div. that city. He served in public relations two years and later helped establish the division's News and Special Events Dept.

In January 1943, Mr. Fry resigned NBC to enter government service—the overseas branch of the Office of War Information as chief field representative in Alaska and the Aleutians. He later transferred to San Francisco as associate director for OWI Pacific Operations. In 1945 he was appointed director of Pacific Operations until OWI functions were absorbed by the State Dept.

Mr. Fry came to Washington in June 1946 assuming duties as chief of the State Dept.'s International Broadcasting Division (VOA). He resigned in January 1948, joining the Democratic National Committee the following month.

PIERCE HONORED

Gets 21 Station Salute

R. MORRIS PIERCE, president, WDOK Cleveland, was saluted on a 21-station Ohio network in recognition of his "outstanding achievements in the field of communications."

Nelson Olmsted, narrator, Ohio Bell Telephone Co.'s *Ohio Story*, told how Mr. Pierce, then serving as chief engineer, Psychological Warfare Branch in World War II, helped bring about surrender of the Italian fleet.

Last year, Mr. Pierce served the Voice of America in helping to construct a ring of super-power transmitters to reach beyond the Iron Curtain.

Among other achievements, Mr. Pierce can list putting WGAR Cleveland on the air in 1930, and directing Goodwill Stations technical operations until two years ago. Rival station WGAR joined in the tribute to Mr. Pierce.

CAROLINA DRIVE

54 Outlets Aid Crusade

COMBINED efforts of 53 North Carolina radio stations and one television station comprised that state's communications cooperation on behalf of the 1952 Crusade for Freedom.

The stations were linked so that the entire state could hear the special Crusade kickoff program produced at WBT and WBTV (TV) Charlotte by Radio Free Europe staffers.

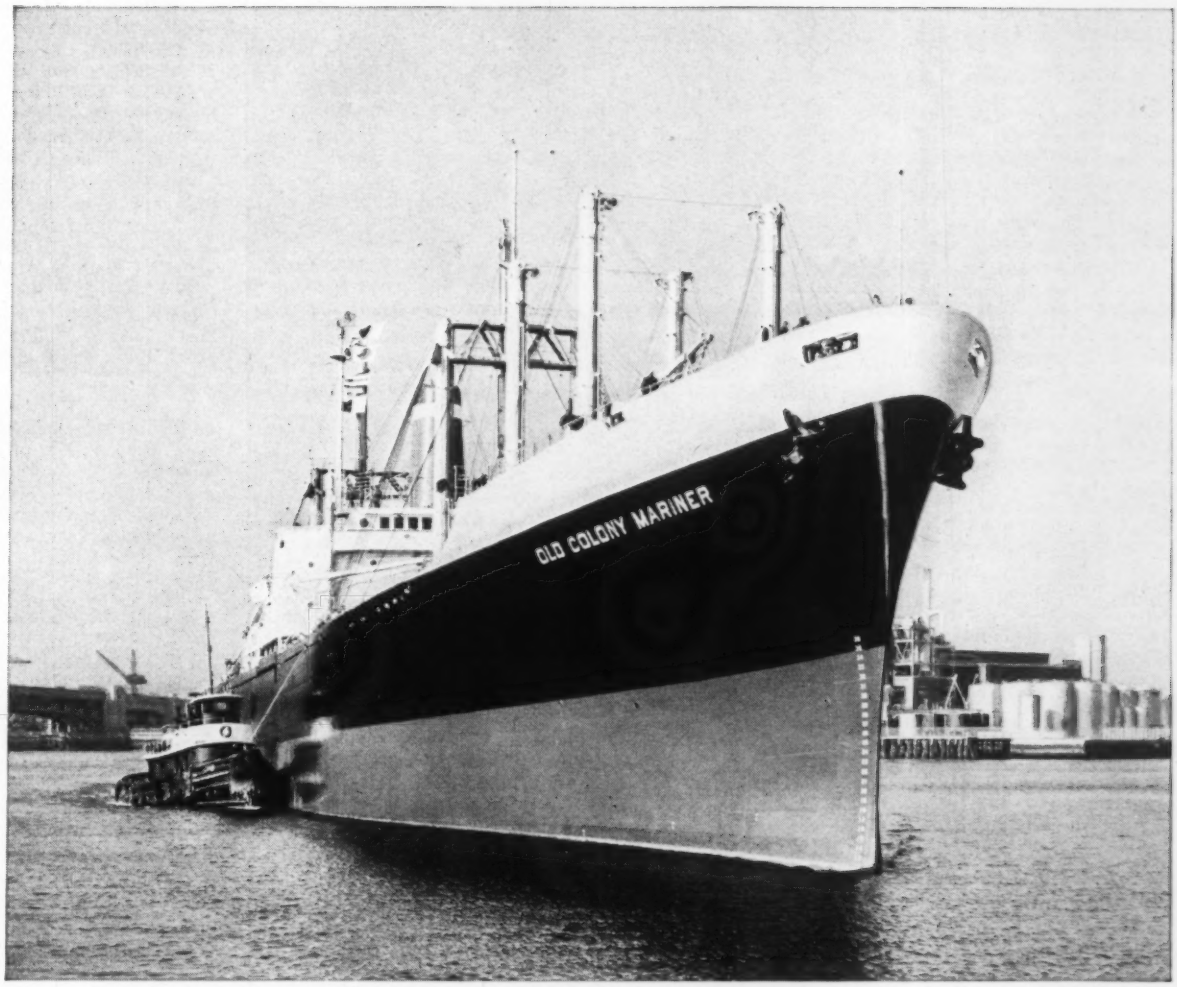
The program was taped for the network airing and a special live show was telecast at the same time over WBTV. Both shows were written by Bob Cotton and Guy Wallace of RFE.

Among those participating in the half-hour show were Kay Kyser, former bandleader and radio personality; Gordon Gray, former Secretary of the Army; and Robert Lang, RFE director.

In addition to the special statewide kickoff show, several other locally-produced programs were aired by WBT on behalf of the Crusade. Charles H. Crutchfield, executive vice president-general manager, and WBT and WBTV and chairman for the North Caroline drive, arranged for a special two-hour promotion by Grady Cole, station personality. This stint raised nearly $3,000 in contributions.

Dr. R. S. Snyder, WBT foreign affairs analyst, was heard on three programs during the Crusade week.

XUM



FAST FREIGHTER

New Mariner Fleet of Swift Cargo Vessels to Serve Both Commerce and Defense

This new ship heading seaward is the *Old Colony Mariner,* built, appropriately enough, right in the Old Colony itself, at Bethlehem's Quincy yard, near Boston. She is one of the first vessels to join the Maritime Administration's new Mariner fleet.

Planned soon after fighting started in Korea, these Mariner ships have a dual purpose: (1) They will serve as efficient carriers for our commercial trade. (2) They will form the nucleus of a swift fleet capable of delivering materials to fighting areas overseas should the need arise.

Potential weapons of attack an enemy could now use against shipping have made slow cargo vessels largely obsolete as wartime carriers, Naval authorities believe. The Liberty ship of World War II would be too slow today. Driven by a 19,250-horsepower steam turbine, the *Old Colony Mariner* on its trial trip set a speed record of 22.51 knots, making it the fastest freighter carrying the American flag and probably the fastest ever built. This is double the speed of a Liberty and fast enough to outrun submarines.

After deciding on the principal dimensions and characteristics of the new vessels, the Maritime Administration called on the Central Technical Department of Bethlehem's Shipbuilding Division to design a ship embodying the required features. Our CTD people, working closely with representatives of the Maritime Administration, developed complete plans and specifications and prepared working drawings.

The *Old Colony Mariner* is the first of five of these vessels that our Quincy yard is building. Five more Mariners are under construction or on order at the Bethlehem yard at Sparrows Point, Md., near Baltimore, and five more at our San Francisco yard.

BETHLEHEM STEEL

BETHLEHEM STEEL

SDX 1953 AWARDS

To Further Recognize TV

SIGNA DELTA CHI, professional journalistic fraternity, has revised its list of annual radio awards to include television in former radio-only categories, Victor E. Bluedorn, executive director, announced last week.

The divisions now cover radio or TV newswriting and public service in radio or TV journalism. The awards for work in 1952 will be made to include television for the first time in 1953, Mr. Bluedorn said. They will be among the first awards to recognize video as a news medium, he said. The SDX award for radio or TV reporting, made since 1948, remains unchanged.

Nominations for the SDX Distinguished Service Awards with accompanying material now are being invited and must be postmarked not later than Feb. 9, 1953, for work done during the 1952 calendar year. No entry blanks are required or furnished.

Winners will be announced in April 1953 and presentations will be made at the fraternity's annual awards banquet, probably in May, Mr. Bluedorn said.

WNJR Newark has received an engraved plaque from the Veterans Civic League of New Jersey for "the magnificent performance rendered to the people of New Jersey" in promoting a "register-and-vote" campaign.

ELECTION of officers to head newly-named Radio-Television News Directors Assn. [B•T, Dec. 15,8] brought in these newsmen as directors (l to r): Richard Oberlin, WHAS-AM-TV Louisville; Harold Baker, WSM-AM-TV Nashville; Paul White, KFMB-AM-TV San Diego; Charles Day, WGAR Cleveland; Charles Harrison, WFIL-AM-TV Philadelphia. Occasion was RTNDA meeting in Cleveland earlier this month.

Religious Report

REPORT on radio, TV and films is being made available through the National Lutheran Council, 50 Madison Ave., New York 10, N. Y. Study was prepared for the council by Roscoe Brown Fisher and gives a complete listing of network religious radio and television programs. Mr. Fisher is a scholarship grantee of the Lutheran Brotherhood Life Insurance Society. Preliminary report was issued Aug. 22.

MINISTER ON WJAS

Answers Listener Queries

ROUNDING out its first year Dec. 18 on WJAS Pittsburgh was *Midnight Minister*, 11:30 p.m.-midnight program aired each Thursday.

Conducting the program is Dr. Ainslee C. Moore, pastor of the Sixth Avenue Presbyterian Church in East Liberty. Dr. Moore answers questions telephoned from listeners, to a background of soft organ music.

Dr. Moore reports that during the past year he has answered thousands of questions pertaining to heart, home and personal problems, as well as clarifying hundreds of biblical questions called in during his program.

The station believes *Midnight Minister* answers the suggestion, "You've got to add a bit of spice to your religious program to interest the non-religious listener," offered recently by Dr. George Crothers, CBS Radio's director of religious broadcasts, who produces *CBS Radio's Church of the Air*, originating from 10-11 a.m. each Sunday on WJAS.

IERT ENTRIES

Final Date Is Jan. 15

FINAL date for entries in the American Exhibition of Educational Radio and Television Programs is Jan. 15, Dr. I. Keith Tyler, director, Institute for Education by Radio-TV, Ohio State U., reminded last week.

Dr. Tyler announced also that the 23d Institute for Education by Radio-TV will be held April 16-19 at the Deshler-Wallick Hotel in Columbus.

WHLI Hempstead, L. I., is helping the New York State Motor Vehicle Bureau avoid the last-minute rush for automobile registration forms this month by offering them to listeners upon request.

NEWS COURSE

Set by NRNA-Minn. U. Group

SEVENTH annual U. of Minnesota radio news short course has been set for Feb. 6-7 by a committee of university School of Journalism professors and members of the Northwest Radio News Assn. The committee also has scheduled tentatively a TV workshop for Feb. 7.

The committee includes Dr. Ralph Casey, director of the journalism school, and Dr. Raymond B. Nixon of the school; NRNA President Julian Hoshal and William McGivern, both of KSTP St. Paul; Charles Sargeant, WCOW Minneapolis, and Donald Doty, WCOW South Saint Paul, all representing NRNA.

The radio news short course will be held at the Center of Continuation Study on the university campus. Sig Mickelson, CBS-TV news director and one of NRNA's founders, will address the TV workshop on network coverage of the political conventions. NRNA also will attempt to have as speaker one of the TV winners of the Radio-Television News Directors Assn. awards. To attract more station managers to the radio news short course, NRNA will attempt to secure speakers on radio and TV news sales.

NEW NETWORK

Grass Roots Unit Formed

FIVE Oklahoma stations and one in Arkansas, near the state line, have formed the Grass Roots Network, to begin operations Jan. 1.

Jimmie Barry, general and commercial manager, KMUS Muskogee, and president of the new group, said that the John E. Pearson Co. has been appointed national representative. Time clearance will be handled through KMUS, he added.

Executive committee comprises Matthew Bonebrake, KOCY Oklahoma City; Jim Neal, KAKC Tulsa, who serves also as secretary-treasurer; Cy Casper, WBBZ Ponca City; John Trotter, KHBG Okmulgee, all in Oklahoma, and Weldon Stamps, KFSA Fort Smith, Ark.

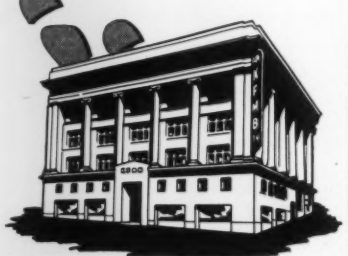
KGLO 'Fair' Special

SOME 212 residents of northern Iowa joined in the KGLO (Mason City, Iowa) North Iowa Fair trip to the International Live Stock Show in Chicago. The group spent three days in Chicago sightseeing. KGLO supplied four all-expense trips. Among those handling arrangements were Al Heinz, KGLO farm director, and Doug Sherwin, KGLO announcer.

CBS Radio's *Space Adventures of Super Noodle* (Sat., 10:15-10:30 a.m. EST) received first annual radio citation awarded by *Imagination*, science fiction magazine, on Dec. 20 for "original entertainment in the best traditions of science fiction."

CBS
RADIO
(COLUMBIA BROADCASTING SYSTEM)
HAS MOVED
to
KFMB
550 K. C.
San Diego,
California

KFMB Radio Station,
San Diego, is proud to announce that as of Dec. 12 it is the outlet for the Columbia Broadcasting System Radio Network. First on the dial at 550.



John A. Kennedy, Board Chairman
Howard L. Chernoff, General Manager

Represented by THE BRANHAM CO.

XUM

S.E. AAAA MEET

Told of Adv.'s Role

ADVERTISING's role in lifting the nation's economy and the standard of living was lauded at the Southeastern Chapter, American Assn. of Advertising Agencies, meeting at Atlanta's Capital City Club.

Speaking at the one-day meeting was C. Stuart Broeman, president, American Bakeries Co. Some 200 persons attended.

Mr. Broeman said he was confident of advertising's power in (1) helping to expose and correct the present weaknesses of our system; (2) bringing about constantly greater social consciousness, and (3) bringing the spiritual as well as the material blessings of democracy to more people.

Other speakers at the Dec. 12 session [B•T, Dec. 8] included Earle Ludgin, president, Earle Ludgin & Co. and AAAA director-at-large and member of the association's member operations committee; William W. Neal, of Liller, Neal & Battle, Atlanta, and chairman of the Southeast Chapter board of governors; Leyton Carter Jr., director of TV research for the Gallup & Robinson Agency, Princeton, N. J.; William B. Ryan, president, BAB, and George C. Biggers, president, Atlanta Newspapers Inc.

Mr. Ludgin commented that, to advertising men, "change is our boon and our bane—our opportunity when it moves toward us, our challenge when it moves away."

He said that "especially it is our job to anticipate changes as well as we can, to encounter them if they go against our client's interest, or to profit by them if they are going our way." And, he added, "Always expect the unexpected because change is constant."

MICH. STATE MEET

Set for March 6 at E. Lansing

BROADCAST media's role in the community and its place in safeguarding American freedoms will be analyzed at the eighth annual Michigan State Radio & Television Conference March 6 at Michigan State College, East Lansing.

Participating in the conference are to be representatives of Michigan communities, educational institutions and educational and commercial broadcasting groups.

SW Agency Meet Set

SOUTHWEST Assn. of Advertising Agencies will hold its annual convention at Fort Worth's Texas Hotel Feb. 12-14, according to Rowland Broiles, Rowland Broiles advertising agency, that city, general chairman for the convention.

KNX Hollywood's *This Is Los Angeles* cited by L. A. City Health Department for "consistent good news judgment combined with exemplary public service." Program is produced by Bill Whitley, station's director of public affairs.

On All Accounts

(Continued from page 20)

the agency as radio director and becoming a vice president one and one-half years ago. He worked previously as sales manager of United Broadcasting Co. for three years. At the agency, he works with several accounts which he has serviced for many years. Among these are 7-Up Bottling Co., Sears, Roebuck's 26 local retail stores, Jose Escalante (Corona cigars) and Refiners Pride gas stations. For Corona, he devised the "baffle cut" trademark after talking with a superintendent in the factory who explained that the zig-zag arrangement of the leaves was what caused a mild smoke. To complete the video picture for Corona, he starred himself as the acme of cigar-smoking contentment in the commercials.

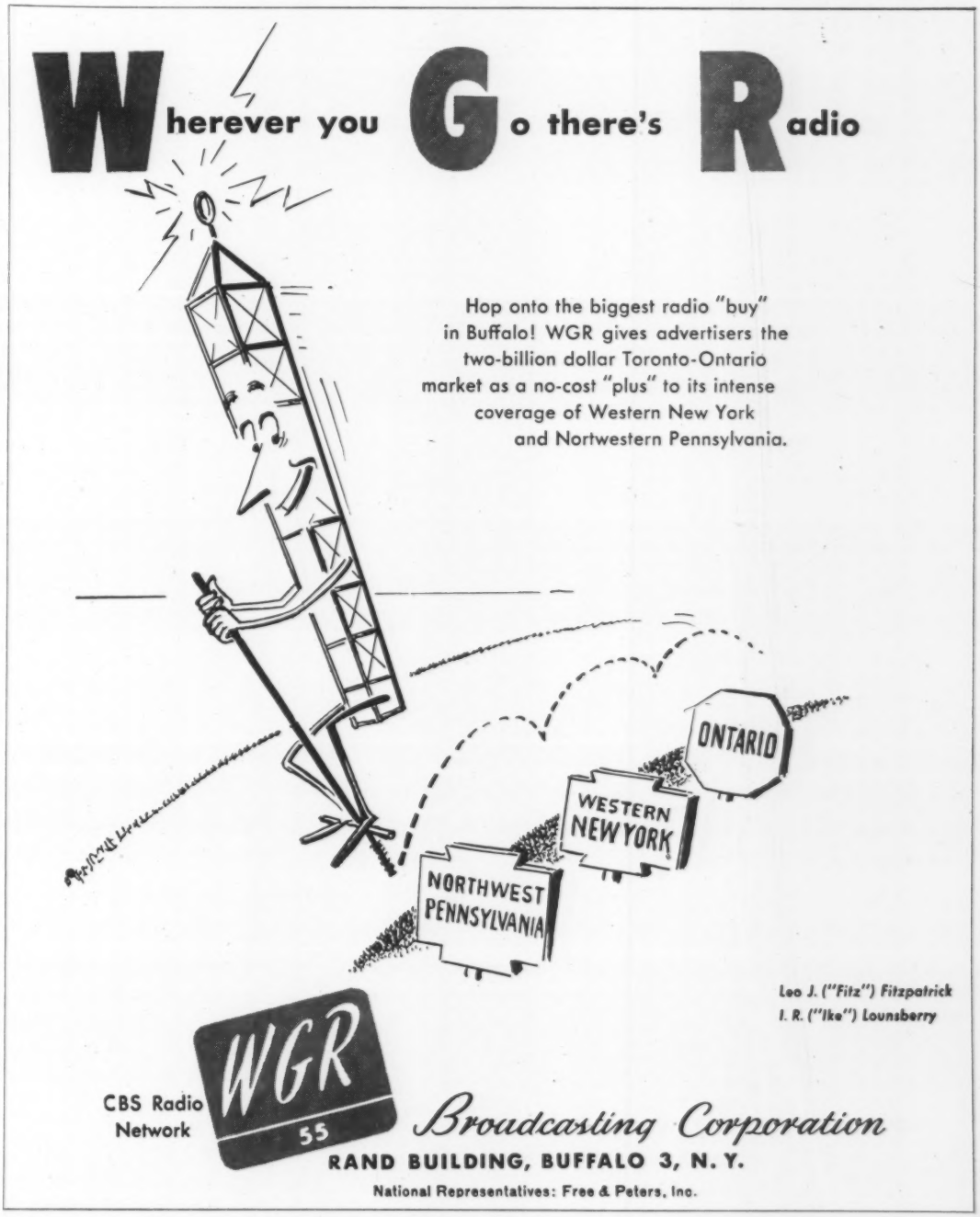
Mr. Zeller and his family live on the city's far south side. He is married to the former Erma Kile of Decatur, Ill., and they have four sons, Frankie, 9; Charlie, 6½; Norman, 5, and Pat, 2. The family loves boating, and has a speedboat and a "knockabout sloop," the latter a replica of the boat which Mr. Zeller sailed in his childhood off Long Island. It was handicrafted by local missionaries who specialized in boatbuilding, tennis and boxing on a nearby Indian reservation.

Outside Activities

He is a World War I Navy veteran, spent seven years of active work with veterans groups, and holds memberships in the American Federation of Radio and Television Artists, the Izaak Walton League and the Calumet Boat and Gun Club. He also contributes articles to various publications.

Recommended for Kids

LISTS of programs recommended for children have been distributed to parents in Seattle by the All-City Radio Television Committee. Local radio stations and the single video station, KING-TV, bore costs of the lists although they have no control over selections. Some 40,000 copies of the two lists were distributed. Of the 19 regularly scheduled video offerings and the 22 radio shows recommended, about half are locally produced.


Wherever you Go there's Radio
Hop onto the biggest radio "buy" in Buffalo! WGR gives advertisers the two-billion dollar Toronto-Ontario market as a no-cost "plus" to its intense coverage of Western New York and Nortwestern Pennsylvania.
ONTARIO
WESTERN NEW YORK
NORTHWEST PENNSYLVANIA
Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry
CBS Radio Network
WGR 55
Broadcasting Corporation
RAND BUILDING, BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.

HILL FUNDS PANEL

May Dodge Libel Issue

MEMBERS of the special House Campaign Expenditures Committee are studying methods of protecting federal candidates from libel uttered on radio-TV but may eschew specific recommendations designed to relieve broadcasters themselves.

This was the view of one committee authority last week following a meeting of subcommittee members under the chairmanship of Rep. Hale Boggs (D-La.). The group met to review suggestions incorporated in a staff report.

This member told BROADCASTING •TELECASTING that committee members had failed thus far to come up with any concrete proposals to revise present federal law governing responsibility for libelous utterances over the air. It was conceded that, while the present staff draft may be altered, the broadcasters' libel dilemma will fall squarely with the respective Interstate & Foreign Commerce Committees of the Senate and House.

The dilemma stems from the current interpretation of Sec. 315 of the Federal Communications Act, which forbids stations to censor talks of qualified candidates for libel, and state statutes (as well as Sec. 315) which lay broadcasters open to court action.

Gist of the committee's recommendations on libel is that perhaps a national citizens' commission should be set up to review possible libelous content, on the air and in print, with a view toward protecting candidates themselves. Whether this idea would be advanced in the final report is not now known.

The committee spokesman conceded that the libel-censorship question should be explored by "experts" and pointed out that the issue is not properly within the domain of the special campaign funds committee.

FCC, NARTB Action

Both FCC and NARTB placed the broadcasters' political ordeal before committee members during week-long hearings on campaign expenditures earlier this month. FCC Chairman Paul A. Walker asked Congress to exempt broadcasters from libelous statements uttered by legally qualified candidates and their authorized spokesmen. NARTB pointed out that broadcasters are subject to license revocation proceedings by FCC on one hand, and to court action on the other [B•T, Dec. 8].

A second facet of the committee report—again on a tentative basis—is a recommendation that campaign expenditures be channeled through a centralized source, viz., the national committee of each respective party. Only in this way, it's felt at present, can Congress ascertain even approximately what new ceiling, if any, should be placed on campaign expenditures. Each national group is now limited by law to $3 million.

It was learned that, as presently contemplated, no proposal would be offered in the final report which would, in itself, limit the "high cost of radio-TV campaigning" in dollars and cents. Committee members were, apparently, impressed with the revelation that time charges represent only a small part of costs.

The committee is seeking data with a view to streamlining the Federal Corrupt Practices and Hatch Act regarding overall political activities. Its objective is remedial legislation designed to revise ceilings upwards in view of radio-TV costs. The report will be filed sometime before Jan. 3 when the 83d Congress convenes.

A similar target date—and approach—has been set by the Senate Privileges & Elections subcommittee. Its staff currently is compiling voluminous data from broadcasters (stations and networks) and political groups.

Expenditures Report

Its report is expected to show a "totals listing" on what each party spent for advertising during the 1952 Presidential campaign on radio-TV and printed media. This will be the nub of any recommendations offered to the 83d Congress by the subcommittee.

Privileges and Elections, unlike the special House unit set up by resolution, is a standing arm of the powerful Senate Rules Committee. But both reports are expected to serve as useful guides for action by the 83d Congress.

Returns from broadcasters were described as "excellent" by Allen Goodman, subcommittee counsel. He said they would provide a useful "check" source for members of Congress who desire to offer remedial legislation. Questionnaires requested data from stations on money received for political programs or spots, identity of candidates, affiliation status of station and other factors.

Actually, while it's generally conceded that the Republican national organization spent somewhat more on broadcast media than their Democratic brethren, this factor is expected to have little or no bearing politically. It's recognized that, under FCC's equal time availabilities clause, one party may have more money to expend than the other in any given campaign and thus take advantage of time opportunities.

Congress is especially interested in the ratio of total radio-TV expenditures to the limitations on overall political funds. For that reason, most members of these two committees are presumed to look with disfavor upon suggestions that the government subsidize blocks of time for each party or that broadcasters be required to afford equal free time to qualified candidates for all major parties [CLOSED CIRCUIT, Dec. 8].

Committee members already have rejected the equal time principle with respect to newspapers' news columns during a political campaign. Involved aside from the free speech issue are the so-called splinter parties who would (and do) demand equal opportunities on radio-TV.

No Business Like . . .

THERE'S no business like show business—the broadcast kind. When trouble developed in both the main and standby pulse generators at WRGB (TV) Schenectady on Dec. 11, staff personnel pitched in and the show went on. They moved equipment and scenery to a tiny, auxiliary studio, presented a cut-down version of a scheduled big-production show and followed it with an impromptu 45-minute pantomime program in place of a film show. Typical of the hundreds of messages was one from the president of a local advertising agency who congratulated the station's staff, noting that "many thumbs plugged whatever dyke was leaking."

LUPTON AGENCY

Sadler, Walsh Get Stock

TWO vice presidents of the John Mather Lupton Co., New York—Ralph Sadler and Charles E. Walsh—have become stockholders of the firm. Mr. Sadler, copy chief, has been with the firm since 1944. He has been a director for several years. Mr. Walsh also becomes a director.

John Mather Lupton, founder of the advertising agency, and until now the sole stockholder, said that "much of the credit for building the agency to its present integrated status is due to Ralph Sadler and Charles Walsh."

Buick Buys

BUICK Motors Div. of General Motors Corp., Detroit, to sponsor "Cafe Istanbul" starring Marlene Dietrich, for one time only, Jan. 4, Sun., 8:30-9 p.m. on ABC radio. Agency is Kudner Inc., N. Y.

WINNERS of the top four prizes, totaling $38,000, in the fourth annual Pillsbury Bake-Off appeared on Art Linkletter's *House Party* program last Tuesday over CBS Radio and CBS-TV. Pillsbury sponsors a portion of the program on both radio and TV.

STATISTICS WORTH STUDYING

Students are a hidden asset among population figures in any listening area. Central Ohio, heavily populated and possessing more colleges and universities than any other area of similar size, provides an extra large bonus audience. Ohio State University, in Columbus alone, has 18,688 students . . . few of whom are counted in the census figures for this area.

Central Ohio with approximately 180,000 high school and college students represents a big "bonus" market. They listen to WBNS and represent a large buying factor, too.

ASK JOHN BLAIR

WBNS RADIO

POWER
WBNS — 5,000
WELD-FM—53,000
COLUMBUS, OHIO

CENTRAL OHIO'S ONLY CBS RADIO OUTLET

A silent night . . . a father's thoughts

It's late . . . way past 12. The house is so quiet. At that, we have things finished pretty early this year.

Best tree we've ever had. The presents look good. Grace makes pretty packages. Wish we could afford a bike for Tommy. Maybe next year. I guess a father always wants to give his kids more than he can.

A lot of things look different when you have a child. Like what the school board does. What happens in Washington. And the UN.

Will he grow up in a world at peace — or at war? Will he be really free — or like the children in countries where the government runs everything? What is it they say? "Liberty is every American's birthright."

A man wants to give his son the best of everything. A chance to feel free and independent. To make up his own mind and work out his own life. No "isms" to worry him. And peace — certainly peace.

A good world to live in, that's it. And part of that is up to me and all of us. Most of all — people who have children. That brings it pretty close to the Christmas message . . . a Child makes all the difference.

AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES*

"MEET CORLISS ARCHER"—ABC—Fridays—9:30 P.M., Eastern Time.

**Names on request from this magazine*

Fresh! Vigorous! Exci

TRULY THE

MOST MAGNIFICENT SERIES

OF TELEVISION DRAMAS EVER PRODUCED!

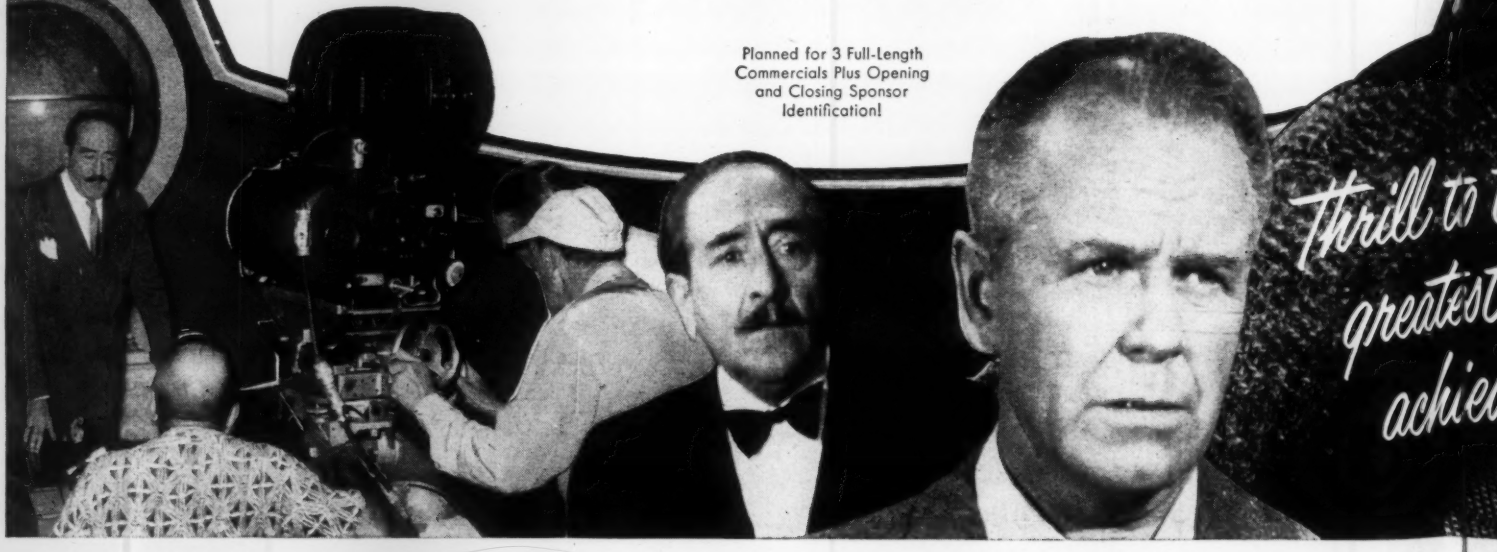
ADOLPHE MENJOU

YOUR STAR AND HOST IN

"FAVORITE STORY"

EACH MAGNIFICENT HALF-HOUR DRAMA A VIVID AND REWARDING EXPERIENCE IN TELEVISION ENTERTAINMENT!

Planned for 3 Full-Length Commercials Plus Opening and Closing Sponsor Identification!



Thrill to
greatest
achie

citing!
PRODUCED WITH A
Master's Flair!
NOT ANYWHERE, NOT BY ANYONE HAS TELEVISION BEEN SO HANDSOMELY AND LAVISHLY STAGED!
BEYOND BELIEF!
Brilliant Stories!
ALL THRILLINGLY NEW TO TELEVISION!
NEVER BEFORE HAVE SO MANY TALENTS BEEN COMBINED FOR THE SOLE PURPOSE OF BUILDING
Sales and Profits!
FOR YOU!
, to television's
atest dramatic
hievement...
ZIV-TV
ZIV TELEVISION PROGRAMS, INC.
1529 MADISON RD., CINCINNATI, OHIO
NEW YORK
HOLLYWOOD

editorial

Cloud-Land Revisited

PROBABLY a new density in woolly thinking was reached by the FCC in granting a noncommercial, educational TV station to a state department of education that not only lacks the funds to build one but is incapable of estimating how much it would ask for if a source of money appeared.

Despite its admission that it had no money for the project and its inability to estimate how much it would need, the State of New Jersey was granted uhf Ch. *19 at New Brunswick. Quite obviously the FCC majority believes that faith, hope and charity will work overtime for anybody who yearns to put an educational TV station on the air.

Only Comrs. Webster and Sterling dissented, Mr. Sterling with the statement that "it is illegal in my opinion to grant a construction permit unless funds are immediately available to construct the station."

To this we would add that it is not only illegal but cruelly dishonest. A total of only two stations was assigned to New Brunswick, an industrial city in a county of 265,000 population. In reserving one of the two for education, the FCC deprived the citizens of New Brunswick of half the local TV service they were entitled to—at least until a then unknown educational organization came from somewhere to occupy the channel. In granting the facility to an applicant that hasn't the faintest notion where and when it can get the money to build, let alone operate, the Commission has prolonged the period in which the public will be denied the service it is due.

Comrs. Webster and Sterling deserve special commendation for their realistic dissents. Working as they must in the befuddling atmosphere of the FCC's educational cloud-land, even these straight-thinking Commissioners must find it terribly difficult to keep in touch with reality.

Necklines and Nooses

THE MAIN conclusion of last week's report of the House subcommittee on radio and television—that self-regulation by broadcasters is preferable to regulation by the government—is, of course, sound. At least two subsidiary conclusions, however, are not only unsound but also dangerous.

Of the two, the more dangerous in the long run is the subcommittee's assertion that the government has a right to impose controls on radio and television programming. Presumably, the subcommittee means that it believes Congress can prescribe the designs of necklines worn by television actresses, the times and types of crime programs, and the amount and nature of commercial announcements. Those were the principal areas which the subcommittee investigated.

It is venturing into the dark realm of federal thought-control to suggest that the Congress has the power to establish standards of that kind. Beyond restricting the broadcast of profanity or obscenity and of advertising claims proved prejudicial to public health (which federal laws already cover amply), the federal government has no right whatever to legislate what kind of programs the public is or is not permitted to see and hear.

The second objectionable conclusion, though perhaps not as dangerous in the long run as the first, contains the prospect of immediate trouble for broadcasters.

The subcommittee charged that "poor taste has been used in the advertising of certain licensed and regulated products," and said the subcommittee "is greatly concerned about the influence of this advertising on the youth of the nation."

This was an obvious, though not identified, reference to beer and wine commercials. At another point in the report, the subcommittee said that "by far the majority" of the 1,200 letters, petitions and other communications the subcommittee received from the general public requested the elimination of beer and wine advertising from the air.

The signs of a renewed drive by dry interests against radio and TV advertising of beer and wine are evident here and, we must unhappily report, elsewhere. There is every indication that the next Congress will be put under severe pressure to ban such advertising. A bill to accomplish that almost was reported out of the Senate Interstate and Foreign Commerce Committee at the most recent session. It was killed by a single vote.

Broadcasters will be well advised to keep in mind that although the party control of the new Congress will change, the danger of anti-broadcasting legislation will not necessarily be diminished.

The attack against beer and wine advertising on radio and television, evidence shows, is only the opening of a larger campaign aimed at outlawing all liquor advertising. The defense against the first attack and the ensuing campaign should not be conducted by broadcasters alone, though of course they will be the shock troops. All media are involved, and all distillers, brewers and vintners.

We hope a concerted defense is made. The time to organize it is now.

Noel, Noel

THIS IS the season when lights burning late in office buildings cannot be counted on to signal the presence of the ambitious, the undomesticated or the seekers of overtime. From Madison Avenue to the Sunset Strip, after business hours, of course, the Annual Office Christmas Party is raging.

The compulsion to hold this yearly ritual is as irresistible (and sometimes almost as suicidal) as that which periodically drives the lemmings to the sea. The chief difference between these rites is that, unlike the lemmings, most office celebrants survive their voluntary immersion, though not always without resuscitational discomfort.

More than drudgery for the janitor is left in the wake of these affairs. Miss Jones may find it difficult to regain her identity as the efficient and impervious secretary after she has been seen wearing the boss' fedora while demonstrating a *grand jete* from his desk. The boss may have to pretend bankruptcy to avoid going through with the salary adjustments he has been reminded that he promised. The auditor may anxiously inspect his face in every mirror to make sure the smile he feigned at the party has not left scars.

In our time we have lived through many Annual Office Christmas Parties (testimony to the indestructibility of the human form) and are even now about to attend another (proof that optimism triumphs over all). Before our wits are scattered and our future perhaps mislaid we take this moment to wish you, faithful reader . . .

Happy Holiday Season

our respects to:

CARTER MARCELLUS PARHAM

CARTER MARCELLUS PARHAM, president of WDEF Chattanooga, is a quiet, sandy-haired man with deep roots in the South and an eager devotion to public service broadcasting.

Mr. Parham realized a life-long ambition "to get a station and run it myself" when on Dec. 26, 1950, he became WDEF president. He succeeded Joe Engel, who wanted to devote full time to being the "Barnum of Minor League Baseball" as president of the Chattanooga Lookouts.

WDEF, founded in January 1940, already had what Mr. Parham believes essential to successful operation—personality. Mr. Parham has added another quality—growing prestige in public service programming.

"Plan your programming more and more for your community, take a lead in every worthwhile community effort, if you want better station relations in that community"—that's Mr. Parham's Golden Rule of broadcasting.

Willing to be measured by his own Golden Rule, Mr. Parham pays more than lip service to his community service program.

"I want more and more public service programming, not because it will pay off in more business for WDEF, but because I have a deep feeling of responsibility of what we owe to this community."

Mr. Parham's consciousness of civic responsibility wells from family roots steeped in the history of Chattanooga and the humble pride of the South.

His father, John H. Parham, lived as a boy in Chattanooga before the War Between the States. The Parhams had a home inside the city and when the Confederates retreated to Missionary Ridge during the campaign for Chattanooga, their house was in the line of fire. John Parham made friends with the Union drummer boys and they let him beat their drums.

During the height of the siege, in the bitter winter of 1863-64, many families received permission from the Federal commander to go through the lines to the South. The Parhams and others settled in Georgia for the remainder of the war.

The Parham family's name appeared on the pages of Chattanooga journals long before Civil War days. And since early days, Mr. Parham's mother's people (they were Carters) lived a short distance from The Hermitage, Andrew Jackson's home near Nashville.

"So, you see," Mr. Parham says, "I have

(Continued on page 82)

WESTINGHOUSE RADIO STATIONS INC

KDKA PITTSBURGH **WBZ** BOSTON **WBZA** SPRINGFIELD

KYW PHILADELPHIA **WOWO** FORT WAYNE **KEX** PORTLAND

WBZ-TV BOSTON *(... of course, we have TV too!)*

front office

RALPH DAVIDSON, account executive, KSL-TV Salt Lake City, to KGMB-TV Honolulu, as local sales manager. ARTHUR M. SEDGWICK, formerly vice president-general manager, KAHU Waipahu, Oahu, to KGMB as radio local sales manager.

HUGH KERWIN, sales department, Lamp Div., General Electric Co., St. Louis, to sales staff, KXOK same city.

WALLY McGOUGH, sales manager, WTVN (TV) Columbus, Ohio, appointed general manager there.

Mr. McGough

GARNETT WILLIAMS, sales manager, WROY Carmi, Ill., to sales staff, WLPO La Salle, Ill.

CARLSON SPEAR to sales staff, WAVZ New Haven, Conn.

HARRY HEARST, WJOI Florence, Ala. commercial manager, to WBIG Greensboro, N. C.

HOWARD L. GEORGE, WEIR Steubenville, Ohio, to sales staff, WAGA Atlanta.

ALBERT H. HAACK Jr., returns to WGBA Columbus, Ga., as commercial manager and assistant manager after 17-month military leave of absence.

JACK CHALTAS to sales and announcing staff, KJCK Junction City, Kan.

J. A. NOEL to Canadian Assn. of Broadcasters, Ottawa, as secretary-treasurer succeeding ARTHUR EVANS, who recently resigned.

Personals . . .

KLAUS LANDSBERG, general manager, KTLA (TV) Hollywood, and CALVIN J. SMITH, president-general manager, KFAC Los Angeles, presented "Up-to-the-Minute" 1952 business achievement awards in radio-TV by George Stromme, editor and publisher, *Minute*, L. A. business magazine. . . . JAMES T. AUBREY Jr., general manager of Columbia Television Pacific Network and KNXT (TV) Hollywood, named chairman of Los Angeles chapter of American National Red Cross. . . .

DR. FRANKLIN DUNHAM, chief of radio-TV div., U. S. office of Education, made Knight of the Holy Sepulcher by Pope Pius XII. . . . ROY F. THOMPSON, president, WRTA Altoona, named local general chairman of March of Dimes for 1953. . . . R. H. MASON, vice president and general manager, WPTF Raleigh, N. C., elected to board of directors, Raleigh Merchants' Bureau. . . . ARDEN X. PANGBORN, general manager, WOAI-AM-TV San Antonio, elected president of Better Business Bureau of San Antonio. . . . CARL SWANSON, sales staff, WIDE Biddeford, Me., father of girl, Dec. 2. . . . DAVID KENNEDY, WICC Bridgeport account executive, father of boy, Bruce Emerson.

JAMES S. TYLER, director of advertising for MBS, N. Y., father of girl, Dec. 12.

It's Happening in NEW HAVEN

ON WNHC

Pies, anyone? Pastries? Tell 'em about it over WNHC Radio. Marzullo's Pastry Shop is in its *eighth year* of continuous *selling* to WNHC listeners.

WNHC
NBC RADIO
NEW HAVEN

IF YOU HAVE SOMETHING TO SELL IN NEW HAVEN CHOOSE THE STATION THAT SELLS!
Represented Nationally by The Katz Agency

FORMER KGHL President Campbell (l), new Vice President Ash (c) and new President Schott read FCC grant of license assignment to the Schott Co. in BROADCASTING • TELECASTING.

* * *

KGHL PURCHASE

Management to Remain

NEW OWNERS of KGHL Billings, Mont., contemplate no changes in management, personnel or policy, it was announced last week upon purchase of control by the Walter E. Schott Co. of Cincinnati of Northwestern Auto Supply Co., licensee of the station and owner of various other business interests, for $1,247,186 [B•T, Nov. 17]. Ed Yocum will continue as general manager of the station.

New licensee president is Walter E. Schott. His business associate, Harrison O. Ash, is new vice president, and Howard J. Van, another business associate of Mr. Schott, becomes secretary and treasurer. The Schott Co. controls 91.4% interest of the auto supply firm, which also owns a lot in Billings, the 300-acre farm site of KGHL's transmitter and a 26,000-acre ranch with its cattle.

The seller, C. O. Campbell, former president, announced he would retire to "do a little quail shooting." Mr. Schott said he expected to apply for a television franchise for KGHL "at the proper time."

Mr. Schott, his wife, Margaret, and his two sons, Walter E. Schott Jr. and Charles J. Schott, and his sons-in-law, Frank Homan, and Mr. Ash own and control more than 25 enterprises, including a Miami Beach hotel and several midwestern manufacturing companies.

Mr. Campbell joined Northwestern Auto Supply Co. in 1916, became a salesman in 1917 and subsequently became president and general manager.

Ray Hamilton of Blackburn-Hamilton negotiated the property transfer. Schott Co. associates working on the transfer included Fred Kotte Jr. of Cincinnati, legal advisor to the Walter E. Schott firms, and Cliff C. Barr, operations and merchandising specialist for Schott enterprises. Robert E. Cook, Billings attorney, remains counsel for the licensee firm.

AAAA EXAMS

Set for 30 Cities

THE 1953 AAAA examinations for advertising will be given in a record number of 30 cities on Feb. 14 and Feb. 21, according to Sydney H. Giellerup of Marschalk & Pratt Co., chairman of the AAAA committee on agency personnel.

The aptitude-temperament section of the examinations will be held Feb. 14 and the section covering knowledge of various kinds of advertising work Feb. 21.

Examinations will be given in Boston, New York, Philadelphia, Atlanta, Baltimore, Charlotte, Columbia, Greenville, New Orleans, Chicago, Cleveland, Dayton, Denver, Detroit, Indianapolis, Minneapolis, Pittsburgh, St. Louis, Dallas, El Paso, Fort Worth, Houston, Oklahoma City, San Antonio, Tulsa, Los Angeles, Portland, Salt Lake City, San Francisco and Spokane.

JOSEPH LIGHT

WCAV Owner Dies

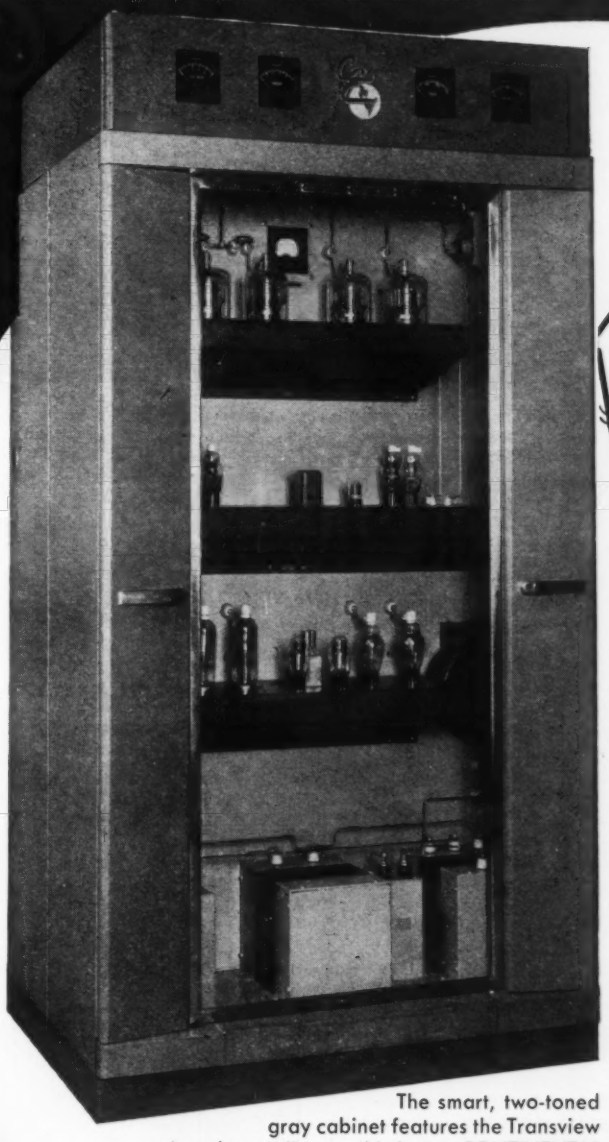
JOSEPH LIGHT, 60, owner of WCAV Norfolk and prominent building contractor, died Tuesday of a heart attack in Washington, D. C., where he made his home. Funeral services were held Thursday.

Born in Russia, Mr. Light came to this country at an early age. He lived in Washington 30 years. Survivors include his wife and three daughters.

Museum Seeks Curator

MILWAUKEE Public Museum is looking for a person to fill the newly created job of curator in charge of radio and television on a permanent civil service basis at a beginning salary of $5,098 annually, according to Herbert W. Cornell, secretary of the City Service Commission of Milwaukee. Full information may be obtained by writing him at Milwaukee City Hall. Applications must be submitted before Feb. 2, 1953.

XUM



The smart, two-toned gray cabinet features the Transview glass door styling used in larger CONTINENTAL Transmitters, providing greater visibility and accessibility of all tubes and parts. Unified, frameless construction permits vertical members and partitions to serve as panels on which the transmitter components are mounted. This arrangement lends itself ideally to the forced air ventilation system used.

Spotlighting another engineering triumph by Continental

...the new 314-2 1 KW AM TRANSMITTER*

Here's a brand new 1,000 watt transmitter that sets the pace in streamlined simplicity. It's the Type 314-2 Transmitter, engineered with up-to-the-minute features to meet the rigid requirements of modern AM broadcasting.

Conventional high level modulation type of circuitry is even more simplified and improved in performance. Only three tuning controls are used. Two of the new CONTINENTAL crystal oscillator units are incorporated in the design of the 314-2. Only two RF amplifiers, including the output stage, are employed. These amplifiers utilize modern, high gain tetrode type tubes that eliminate the necessity of neutralization and require very low driving power.

A high quality push-pull audio amplifier, utilizing fixed audio feedback, drives the modulator, which employs the same type of tubes used in the Power Amplifier. Only 17 tubes of but eight types are used in one complete set! Of these eight types, four are the inexpensive radio receiver version. Tube costs are sharply reduced.

*GraybaR QUALITY SINCE 1869 *REG U.S. PAT. OFF.

Distributed by *GraybaR ELECTRIC COMPANY

For Equipment above and beyond the usual standards

* NOW AVAILABLE FOR IMMEDIATE DELIVERY

Continental Electronics

MANUFACTURING COMPANY

4212 S. Buckner Blvd. Dallas 10, Texas Phone EVergreen 1137

air-casters

EUGENE R. MYERS, merchandising manager, WTAM and WNBK (TV) Cleveland, appointed to similar position with Edward Lamb Enterprises (WTOD Toledo, WTUN-TV Columbus, WIKK and WICU (TV) Erie, WMAC-TV Massillon and WHOO Orlando), with headquarters in Toledo.

JUANITA WILCOX, promotion-publicity manager, WLWC (TV) Columbus, Ohio, resigns effective Dec. 29.

AL GOODMAN, art director, ABC-TV Los Angeles, elected to executive interior decoration advisory board of Woodbury College, L. A.

PETE WATKINS to announcing staff, WGBA Columbus, Ga. **DICK WEISS,** announcer-violinist at station, moves to WFDF Flint, Mich., in same capacity.

LEWIS I. SHWARTZ, radio-TV director for Democratic State Committee of Rhode Island, to WWLP (TV) Springfield, Mass., as program manager.

Mr. Shwartz

BARBARA MUNSON, WLNH Laconia, N. H., to WICC-TV Bridgeport, Conn., as copywriter.

ORN HUNTINGTON named promotion director, WTVN (TV) Columbus, Ohio. Other appointments in program department there are: **ARTHUR J. JACOBS,** director of public service and education; **NORTON LOCKE,** chief of operations; **WILLIAM H. MacKENZIE,** production chief; **HULDA COTTON,** traffic manager, and **DOROTHY SILVER,** film editor.

ANDY DOYLE, announcer, KJCK Junction City, Kan., to WAND Canton, Ohio, as disc jockey. He is replaced by **DEAN CURFMAN.**

GEORGE REEVES, who portrays title role in *Superman* TV film series, assigned role in Warner Bros. feature film release, "The Blue Gardenia."

ELENA VERDUGO, star of CBS-TV *Meet Millie,* takes over title role in CBS Radio version. She succeeds **AUDREY TOTTER,** resigned.

IRMA SCHICKEDANZ to promotion and advertising department, KWK St. Louis.

BERNIE LA PLANTE, market research director for *Worcester* (Mass.) *Telegram-Gazette* to WTAG Rochester as director of sales promotion and research.

EARL GILLESPIE, sports director, WEMP-AM-FM Milwaukee, named to broadcast National Professional Football League championship game in Cleveland Dec. 28.

ELLIOT WISEMAN to WICC-TV Bridgeport, Conn., as film editor.

MELVIN B. WRIGHT, KSL Salt Lake City, to KGMB-AM-TV Honolulu, as merchandising director.

FRANK SINGISER, newscaster, and **HARRY WISMER,** sportscaster, both MBS, New York, commended by Arthritic & Rheumatism Foundation for activities in its behalf.

BILL GRIFFITHS, program director, WKRT Cortland, N. Y., father of girl, Nancee Lynn.

RUTH KIERSTED, WJZ-TV New York program operations manager, and **ED BLAINEY,** sound effects man, ABC radio and TV were married Dec. 20.

MILTON CHARLES, organist on CBS Radio *Dr. Christian,* father of boy, Bruce Colborn, Dec. 9.

DOROTHY JEAN MYERS, head of radio-TV continuity, WHBF Rock Island, Ill., and Don Lerch will be married Feb. 7. **JACKIE TATMAN** of WHBF-TV's *House Party* program, and Ben Matthews will be married Dec. 27.

News • • •

ROBERT HAWKINS appointed news editor at KAVI Lancaster, Calif.

BOB SNYDER, staff announcer, KJCK Junction City, Kan., appointed news director.

GLEN BROUGHMAN, newscaster at WGBA Columbus, Ga., appointed news editor.

RICHARD F. O'BRIEN to news staff, WTIC Hartford, Conn.

PAT McGUINNESS, night newscaster, KLAC Hollywood, to WIRK West Palm Beach, Fla., as news director.

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REPRESENTING a total of 84 years service to WIS Columbia, S. C., are (l to r) J. Dudley Saumenig, managing director; Leo Downs, account executive; Joseph Davenport, chief transmitting engineer, and G. Richard Shafto, general manager. Messrs. Saumenig and Shafto wear 20-year pins. Messrs. Downs and Davenport wear 22-year emblems.

RADIO TEST
WICC Is Tops With Roessler

WHEN WICC Bridgeport approached the Roessler Meat Packing Co. about buying radio time, the company was willing but hesitant. It insisted on a test of radio's selling power.

The test began on WICC in a small way: A thrice weekly participation for 13 weeks. WICC account executive Stanley Edwards and Jay Hoffer, WICC sales promotion director, decided to give away a free hotdog, complete with mustard, roll and relish.

At the end of 13 weeks, several thousand requests had been received. Delighted, Roessler signed for an additional 13 weeks, increasing the schedule to five times weekly. This time, a merchandising plan was used in which the disc jockey plugged two hotdog stands and two grocery-delicatessens.

Dealer response was immediate. Dealers wanted to be mentioned in return for pushing the product. The sponsor signed a year's contract and increased the schedule to five spots and sixty time signals a week.

So elated with the success of its venture into radio was the Roessler firm that it regularly sends hams and other meats to the salesman and the announcer.

MESSRS. Hoffer (l) and Edwards (r) examine a box of frankfurters with Christian Trefz, Roessler general manager.

FCDA KITS
Prepared for Editors' Use

INFORMATION kit stressing role played by radio, TV and other media has been prepared by the Federal Civil Defense Administration for magazine editors in connection with educating readers on self-protective measures.

Suggested fillers touch on public education, special problems posed by broadcast stations in civil defense, value of two-way radios in taxicabs and participation of some 80,000 amateur radio operators. Kit also includes public statements on Civil Defense, fact sheet, progress report, slogans and suggested editorials, boxes and fillers.

FCDA also is preparing a promotion kit on Conelrad—the emergency broadcast alert plan slated to become effective about March 1 —for guidance of local CD groups and broadcasters. Agency has devised the format for Conelrad station programming. Advisory bulletin will be ready shortly and kit will be distributed before Conelrad becomes operative [B•T, Dec. 8].

AFM L. A. Officers

LOS ANGELES Musicians Mutual Protective Assn. Local 47 (AFM) last week re-elected John te Groen and Phil Fischer president and vice president, respectively. Maury Paul was re-elected recording secretary and G. R. (Bob) Hennon was named financial secretary. Directors elected were Warren Baker, Vince Derosa, Don Morris, Arthur Rando and Bill Atkinson. New trustees are John Clyman, Robert Kimic and Vladimir Drucker. Messrs. Fischer and Paul were chosen as delegates to the AFM international convention in Canada next summer.

NEW radio series, titled *Facts for Farmers,* has been inaugurated over ELBC Monrovia, Liberia. Show is sponsored weekly by the Liberian Dept. of Agriculture and Commerce and produced in cooperation with the Technical Cooperation (Point 4) Administration.

XUM

DECEMBER 22, 1952

TELECASTING

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New Applications For TV Stations
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Latest Set Count By Markets
Page 74

in our 8th year

Fables of the leopard and the hippo—4

HOLIDAY FARE

THE LEOPARD:
"Let's skip the fable this time, if you will..."

THE HIPPO:
"Agreed. And so the moral, too."

Which leaves this space for

Warmest Greetings of this holiday season!

To the many advertisers and agency executives who read this—and especially to all those whom we have had the opportunity to serve during 1952—our wish for a joyous holiday season and for continued progress during 1953.

—from the Television Division of Edward Petry & Co., Inc., and from these thirteen select stations.

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WFAA-TV .....Dallas
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KECA-TV .....Los Angeles
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WSM-TV .....Nashville
WJZ-TV .....New York
WTAR-TV .....Norfolk
KPHO-TV .....Phoenix
WOAI-TV ....San Antonio
KGO-TV ....San Francisco
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PROGRAM PROBE

Harris Report Urges Continuance

By EARL B. ABRAMS

WHETHER the Congressional investigation of radio-TV programs will be resumed by the GOP-dominated 83d Congress is up to the new leadership of the House Interstate & Foreign Commerce Committee.

In its unanimous report, issued last week by Chairman Oren Harris (D-Ark.), the subcommittee recommended continuance of the probe.

Rep. Harris

The report was submitted to the full House Commerce Committee. It is due to be considered Dec. 30.

Not enough time to investigate a number of aspects of radio and TV programming was given as the reason for the recommendation that the study be continued.

In a news conference when the report was issued, Rep. Harris identified two of these angles. They were: (1) Programming in other parts of the country—particularly the West Coast, New Orleans, Chicago and St. Louis, and (2) film programs and the relationship of the motion picture industry with TV.

Hearings on the six-month long investigation [B•T, June 2, et seq.] were all held in Washington, except for two days in New York.

Authority for Probe

The authorization for the probe expires Jan. 3, when the 83d Congress convenes. Resumption of the investigation could be voted by the House, or directed by the House Commerce Committee.

The House Commerce Committee is due to be headed by Rep. Charles W. Wolverton (R-N.J.). Mr. Wolverton said last week that he had not read the report and was not in any position to comment on the recommendation that the radio-TV program probe be continued.

Most significant part of the report's conclusions was a clearcut opposition to any legislation smacking of censorship and a sympathetic inclination to permit the NARTB Code time to prove its worth.

"The subcommittee feels," the report stated, "that there appears to be no good reason why such controls should be imposed at this time before the industry has had an opportunity to explore fully whether effective self-regulation is feasible.

"It appears to the subcommittee that self-regulation is making substantial progress in this field and, so long as the public interest is served, is preferable to government-imposed regulation."

But, the subcommittee also made clear that it believed that the Congress has the power to legislate in the field of program regulation.

Missouri Case Cited

Referring to the Supreme Court decision in "The Miracle" motion picture censorship case (*Burstyn v. Wilson*), the subcommittee quoted the court's opinion regarding the relevance of the "capacity for evil" which might make permissible "community control."

"The subcommittee feels that the thought expressed by the Court may well have application to the possible institution of limited governmental controls over broadcasting, and television broadcasting in particular," the report stated.

However, the report continued, "the potential evils inherent in such controls might be even greater than the evils that such controls might be designed to remedy."

Report also contained a warning to individual broadcasters that they, as licensees, bear ultimate responsibility as to programs that go out over the air from their stations. The subcommittee warned that licensees could not delegate any such responsibility to networks or to an industry Code Authority.

The subcommittee feels strongly that there cannot and should not be any delegation on the part of individual licensees of their responsibilities under the law either to a collective industry organization or to a radio or television network."

Referring to FCC Chairman Paul A. Walker's personal recommendation that the FCC should be given power to license networks, the subcommittee suggested that further study and consideration be given this idea.

In the field of program content, the subcommittee found that there were certain aspects that needed "corrective action."

It declared that certain "performances or discussions" acceptable in motion picture theatres, on the stage, in books, magazines and newspapers "might be considered offensive when presented on television, and particularly so when presented during periods when children customarily watch television programs." It recommended that the industry give greater recognition to this problem "with a view to taking additional corrective action."

Crime programs bore the heaviest onus in the subcommittee report. While recognizing differences of opinion, the subcommittee expressed the belief "from the record and by personal observation, that there is entirely too much emphasis upon crime programs." It recognized that the industry itself was cognizant of the problem and noted that one such program had been discontinued.

"The fact that radio and television crime programs attempt to show in their conclusions that crime does not pay, and that the criminal is always brought to justice, does not in the least affect the subcommittee's feelings that crime shows are not suitable subjects for children's programs or for programs that are so timed that they are likely to be watched with some degree of regularity by children," the subcommittee stated.

Advertising Taste

Poor taste was the basis for the subcommittee's objection to offensive advertising of what is called "licensed and regulated products." These, it was declared, were beers, wines, liquors and cigarettes.

Greatly concerned about the influence of this type of advertising on the youth of the nation, the subcommittee urged sponsors, advertising agencies and broadcasters to recognize the problem and take steps to "correct the condition."

The subcommittee commended the industry for its prohibition of the advertising of hard liquor, and stated its disapproval of any "subterfuge" to deviate from this policy. This reference, Rep. Harris explained, was to the association of a parent company, known for its hard liquor products, with the advertising of beers and wines and other products on the air.

Call for more public criticism was also made by the subcommittee. In urging that the American public be stimulated to express itself on radio and TV programs, the subcommittee called on the industry to "make an even greater effort in this direction in the interest of effective self-regulation."

Reports of witnesses that sponsors are showing greater interest in cultural and educational TV programs was hailed.

"It is obvious . . . that cultural

(Continued on page 97)

SANTA Barbara Broadcasting & Television Corp. directors and stockholders met at the San Ysidro Ranch in Santa Barbara to discuss plans for the new KEYT (TV), Ch. 3 at Santa Barbara [B•T, Nov. 17]. Among those present were (l to r) Arthur F. Marquette, partner, Sherman & Marquette; Alvin C. Weingand, SBBT secretary, president of the San Ysidro Ranch Corp.; Charles H. Jackson Jr., rancher, miner and industrialist; Cecil I. Smith, SBBT vice president-treasurer, and investment banker; Harry C. Butcher, SBBT board chairman, owner of KIST Santa Barbara; Colin M. Selph, SBBT president-general manager; Ronald Colman, actor and vice president, San Ysidro Ranch Corp., and Seymour F. Johnson, SBBT engineering vice president. Construction is underway on a 4,100-ft. mountain peak transmitter with expectation of KEYT commencing operation next May.

XUM

UHF SHIPMENTS

RCA Sends 4 Transmitters in Acceleration

COMMERCIAL uhf TV started moving last week when RCA Victor on Friday shipped the first four uhf transmitters to come off the Camden production line to WFPG-TV Atlantic City; WSBT-TV South Bend, Ind.; WBRE-TV Wilkes Barre, Pa. and WSBA-TV York, Pa.

Announcement of the production line shipments was made by W. W. Watts, vice president of RCA Victor Engineering Products Dept. Mr. Watts said production has been stepped up so that the monthly schedule will be about double that originally contemplated. He declined to estimate how many transmitters would be produced monthly.

All the transmitters were 1 kw jobs.

KPTV (TV) Portland, Ore., was the first commercial uhf station to begin operating, but it is using the experimental uhf equipment employed by RCA at its Bridgeport, Conn., tests [B•T, Sept. 22].

Scheduled to begin the first commercial operation with factory-produced uhf transmitters is WFPG-TV Atlantic City. Equipment was scheduled to arrive early Friday. Atlantic City is 60 miles from Camden and a New Jersey police escort had been arranged and by Saturday the station was due to begin telecasting. WFPG received its TV grant Oct. 30.

Immediate Start at WFPG

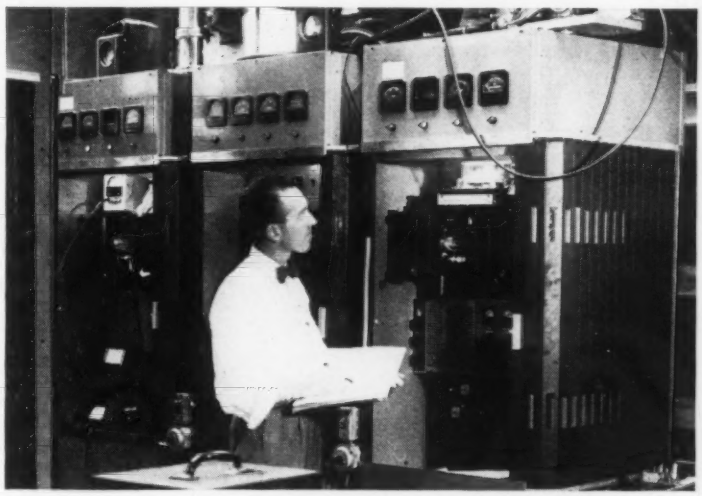
According to Fred Weber, president of WFPG-TV, the Ch. 46 station was to start immediately with full 19.7 kw radiated power from its 458-foot high antenna on White Horse Pike. The 24-gain antenna, which was completed Dec. 9, has been tilted ½-degree mechanically and ½-degree electronically in order to cut down radiation over the Atlantic Ocean and increase radiation inland.

The station expected to begin with 12 hours weekly programming. It has signed with all four networks for service via AT&T microwave relay from Philadelphia via three-link system which uses two state forestry towers and terminates at the Ritz Carlton Hotel in Atlantic City. From there it is fed to the WFPG-TV transmitter. Class A one hour rate is $150.

WFPG-TV is one of the Friendly Group of stations, which comprises WSTV Steubenville, WPIT Pittsburgh, WBMS Boston and WFPG.

Same group is associated with Richmond, Va., businessmen in the Dixie Television Corp., applicant for uhf Ch. 29 there, and in WHGN Huntington, W. Va., applicant for vhf Ch. 13, although Mr. Weber is not a stockholder in the latter. He is a vice president and director, however.

Mr. Weber, a former MBS executive, was president and a major stockholder in WDSU New Orleans when it put its TV station on the air pre-freeze. Stations were later sold to the Stern family.



FINAL test of an RCA Victor uhf transmitter is being made preparatory to shipment. The transmitter shown, including video, audio and control units, was one of the first four shipped from Camden last Friday.

* * *

WSBA-TV York, Pa., hopes to get its transmitter Friday night and planned to put a test pattern out by Dec. 22, going full commercial operation New Years Eve or New Years Day. The uhf Ch. 43 station intends to put out 20 kw from its 550-ft. antenna (its CP calls for 170 kw), and has established a Class A hour rate of $200. It will be affiliated with ABC and DuMont, according to Louis J. Appell Jr., president of the company.

WSBT-TV South Bend, Ind., owned by the *South Bend Tribune* was hoping to receive its transmitter last weekend. It planned to put a 20 kw uhf Ch. 34 test pattern out by Christmas, if not before, from its 540-ft. antenna. A couple of hours commercial network programming was planned thereafter until connection was made into the AT&T's New York-Chicago microwave link at which time full commercial operation would commence according to General Manager Robert H. Swintz. Station has affiliated with CBS and NBC. Its CP calls for 170 kw effective radiated power. Rate card sets a $200 Class A hour rate.

Although WBRE-TV Wilkes-Barre, Pa., expected to get its transmitter for uhf Ch. 28 last weekend or early this week, it did not plan to begin operating commercially until Jan. 1. It planned to put out 20 kw radiated power from its 1,223-ft. high antenna at the start, with 200 kw planned in mid-1953, and to reach full authorized 1,000 kw power by 1955, according to David M. Baltimore, general manager of the NBC affiliate.

Last week, WBRE-TV asked FCC for permission to put up a relay station on a hill east of Wilkes-Barre, to pick up NBC's WNBT(TV) New York signals as well as those from Philco-owned WPTZ (TV) Philadelphia. New York is 105 airline miles from Wilkes-Barre; Philadelphia, 97. Class A hour rate is set for $250.

10 NEW UHFs, 3 VHFs

Granted by FCC

EXTENDING processing on both the city priority Group A and Group B application lines by a number of cities, FCC last week issued construction permits for 10 uhf and 3 vhf stations to bring the post-thaw total of new station grants to 157. Overall U. S. station total now is 265.

Three existing vhf markets received new uhf station grants. These are Baltimore, Buffalo and Birmingham. At Baltimore, WITH received uhf Ch. 60. In Buffalo, Chautauqua Broadcasting Corp. was given uhf Ch. 17 and at Birmingham, WSGN received uhf Ch. 42.

Processing of Group A applications reached to city No. 130, Danville, Va., where WBTM was given uhf Ch. 24. Group B action extended to city No. 181, Buffalo.

As of last Thursday, there were 2 uhf and 9 vhf post-thaw new station grantees on the air, which with the 108 pre-freeze vhf operating stations gives a total of 119 outlets on the air. None of the 10 noncommercial educational stations authorized since lifting of the freeze last April have begun operation at this date.

Here are last week's new permittees:

Baton Rouge, La. (City priority Group A-2, No. 19)—Capital Television and Broadcasting Co., granted uhf Ch. 40, effective radiated power of 290 kw visual and 150 kw aural, antenna height above average terrain 340 ft. Authorized earlier: WAFB-TV, uhf Ch. 28.

Peoria, Ill. (Group A-2, No. 24)—Hilltop Broadcasting Co. (WWXL), granted uhf Ch. 19, ERP 95 kw visual and 54 kw aural, antenna 280 ft. Authorized earlier: WEEK-TV, uhf Ch. 43.

Wichita Falls, Tex. (Group A-2, No. 56)—Wichtex Radio and Television Co. (KFDX), granted vhf Ch. 3, ERP 60 kw visual and 36 kw aural, antenna 500 ft. Authorized earlier: White Television Co., uhf Ch. 22.

San Angelo, Tex. (Group A-2, No. 77)—KGKL Inc. (KGKL), granted vhf Ch. 3, ERP 6.4 kw visual and 3.2 kw aural, antenna 440 ft. Authorized earlier: KTXL-TV, vhf Ch. 8.

Tucson, Ariz. (Group A-2, No. 91)—Catalina Broadcasting Co. (KCNA), granted vhf Ch. 9, ERP 25 kw visual and 12.5 kw aural, antenna 60 ft. Authorized earlier: KVOA-TV, vhf Ch. 4; KOPO-TV, Ch. 13.

West Palm Beach, Fla. (Group A-2, No. 98) — WIRK-TV Inc. (WIRK), granted uhf Ch. 21, ERP 22 kw visual and 11.5 kw aural, antenna 220 ft.

Lake Charles, La. (Group A-2, No. 103)—Southland Telecasters, granted uhf Ch. 25, ERP 20 kw visual and 10.5 kw aural, antenna 330 ft.

Easton, Pa. (Group A-2, No. 127)—Easton Pub. Co. (WEEX-FM), granted uhf Ch. 57, ERP 125 kw visual and 63 kw aural, antenna 760 ft.

Hazleton, Pa. (Group A-2, No. 129)—Hazleton Broadcasting Co. (WAZL), granted uhf Ch. 63, ERP 98 kw visual and 52 kw aural, antenna 660 ft.

Danville, Va. (Group A-2, No. 130)—Piedmont Broadcasting Corp. (WBTM), granted uhf Ch. 24, ERP 225 kw visual and 120 kw aural, antenna 650 ft. Condition.

Birmingham, Ala. (Group B-2, No. 157)—Birmingham News Co. (WSGN), granted uhf Ch. 42, ERP 1,000 kw visual and 500 kw aural, antenna 930 ft. Operating: WAFM-TV, vhf Ch. 13; WBRC-TV, vhf Ch. 4.

Baltimore, Md. (Group B-2, No. 162)—WITH-TV Inc. (WITH), granted uhf Ch. 60, ERP 105 kw visual and 59 kw aural, antenna 300 ft. Comr. Frieda B. Hennock dissented. Operating: WAAM (TV), vhf Ch. 13; WBAL-TV, vhf Ch. 11; WMAR-TV, vhf Ch. 2.

Buffalo, N. Y. (Group B-4, No. 181)—Chautauqua Broadcasting Corp., granted uhf Ch. 17, ERP 165 kw visual and 83 kw aural, antenna 500 ft. Operating: WBEN-TV, vhf Ch. 4. Authorized earlier: WTVF (TV), uhf Ch. 23* (educational).

Concurrent with the Buffalo grant, FCC advised another applicant there, Buffalo-Niagara Television Corp., seeking uhf Ch. 59, that it wished additional information regarding financial qualifications.

In the action granting WBTM

(Continued on page 76)

'TODAY'

By JIM FLEMING,
NEWS EDITOR,
NBC-TV'S "TODAY"

WITH the steady increase in TV stations throughout the nation, new station managers must give much thought to that important segment of the program pattern—the local news program. *Today*, with its daily 3-hour telecast schedule, has functioned and still does as a laboratory for testing all available means of news communication. The results of some of our experimentation may prove useful to TV newsmen pioneering in their own communities.

When we took to the air last January, we had the advantage of a superlative news organization behind us. NBC, so to speak, gave us a running start via its newsreel (world's largest) plus its highly experienced news staff. Under such men as Bill McAndrew and Frank McCall, the intricate technical machine was put at our disposal. In building the highly successful *Camel News Caravan*, they had set the pace for the industry.

Our basic problem was clear. The *Today* unit—activated by Sylvester (Pat) L. Weaver, vice-president in charge of TV—had to devise news formats that would serve the early morning viewer, bring to him the essence of local, national and world events within the larger frame of entertainment, plus weather and time services. We began by isolating our film into a newsreel and presenting a succinct news package every 15 minutes. In so doing we had calculated that the average viewer would be with us for only 10 to 15 minutes.

Revise Newscast Schedule

Surveys soon revealed most viewers were with us for almost an hour. This meant we had to build far more substantial news packages presented twice an hour instead of every 15 minutes. Each package runs about seven minutes and does not duplicate the other in any way so far as visual material is concerned.

In addition to this, we built interpretive spots which are used in other portions of each hour. These might bring Earl Godwin on for a Washington run-down, a distinguished authority from outside our NBC staff, or perhaps a "newsrack" spot where Dave Garroway and I bring a representative summary of editorial opinion from the nation's press. (The airlines fly in the daily papers to us from Maine to California.)

Today, of course, seeks to cover many other areas of vital human activity: Books, arts, music and personalities. At the moment—under the supervision of our chief, Richard Pinkham—we are building a 'briefing package' which will integrate not only the news but these other areas of interest into a single 10- or 15-minute segment. We may or may not succeed the first time out, but if it can be done, we'll do it.

The one quality we have come to value most in our writers, editors and technicians is imagination. It may be useful to prepare a list of directives that can serve anyone coping with this very difficult problem of preparing lively TV news packages.

1.—*Film.* Here a creative news cameramen can do you the greatest good. NBC's Bill Berch in Chicago, for example, never is content merely to film the rushing waters of a flood. He will take sound gear in a rowboat and record the human stories of survivors against the background of the disaster itself. Brad Kress of our Washington staff will prowl along the corridor of Convention Hall in Chicago and see the human interest story in the lady who sells the hot-dog and come up with a grand feature. Joe Vadalla, in New York, will persuade a distinguished arrival on the *Queen Mary* to perform a Highland Fling. Your cameraman is as good as his creative imagination and your film story will be lively or static, depending on his talent for avoiding the ordinary, the conventional.

2.—*People.* In every community it is the citizen who makes the news. And, where camera facilities are limited, the newsmakers can be brought to the studio, where they can tell their own stories.

And here is where the radio commentator now in TV, must learn some new tricks. All of us who grew up in the sound medium lived in fear of dead air. In TV, there is always the picture and the interviewee groping for words should not be interrupted. Let him be himself. A halting, unpolished personal narrative has far greater power when the picture is there than any mere smooth question-and-answer routine. The cost of film being what it is, a live interview with the local man making the news may be the answer for variety in local TV news presentations. And why settle for just one interview? Get as many as you can. And don't let them run too long. Remember George M. Cohan's trenchant injunction about always leaving the audience wanting more.

3.—*Mobile units.* As more and more TV stations acquire mobile units, these will become a major weapon in the arsenal of the local TV news organization. Planning is the key to the use of the mobile unit. Pointing a camera at a spectacle is just not enough. There must be the closest possible liaison between director and news reporter. They must plan their routine of pictures into a logical pattern. It is, for example, very interesting to see a steel mill in action, but don't forget the men who make the steel. Bring the human quotient into the picture story. It's the source of the story's coming to life.

Informality Factor

Now, a word about the commentator and his role. If he has the technical resources of a John Cameron Swayze, sure, let him sit behind a desk. But, if—as in most local situations—he does not have a staff of hundreds at his direction, then he must seek to instill motion into his performance. My advice is: Don't be afraid to move around, but make sure there is motivation for your movements other than just the need for movement. Perhaps you will want to walk to a map or some visual aid or rise to welcome a guest. Remember, too, that unless you have great film or mobile unit resources you're going to look mighty static sitting

(Continued on page 84)

JIM FLEMING (at left in compass illustration above), news editor of "Today," is one of the most important cogs in an efficient human machine that tries "something new every 24 hours." He is also one of the reasons the NBC-TV early morning show has evolved a format that has attracted 10 sponsors in a recent single fortnight. The program averages about 30% sold. Mr. Fleming's views on local news presentation should interest everybody in television.

WGAL-TV TO SWITCH

Court Denies 'Stay'

WGAL-TV Lancaster, Pa., hopes to switch from vhf Ch. 4 to Ch. 8 within about a week to 10 days, Clair R. McCollough, president of the Steinman station, said late Thursday after the U. S. Court of Appeals for the District of Columbia turned down the request of WLAN Lancaster for a stay order to prevent the change pending settlement of litigation involving the channel.

WLAN has two suits before the court protesting FCC's conditional grant to WGAL-TV to switch to Ch. 8 with minimum power pending outcome of a comparative hearing by the Commission upon the new station applications of both WGAL-TV and WLAN for Ch. 8 [B•T, Dec. 8, 1]. WGAL-TV earlier had asked FCC for authority to make the change Nov. 30.

The court's ruling also clears the way for FCC action upon the applications of NBC to increase the operating powers of WNBT (TV) New York and WNBW (TV) Washington to full 100 kw effective radiated power, once WGAL-TV vacates Ch. 4, also used by the NBC-owned stations.

It was because of the sub-standard co-channel spacing between Lancaster and Washington (86 miles) and Lancaster and New York (132 miles) that the Commission's Sixth Report and Order finalizing the TV reallocation deleted Ch. 4 from Lancaster and included a show cause order to switch WGAL-TV to Ch. 8. Minimum co-channel spacing allowed is 170 miles.

Unanimous Ruling

The court's decision Thursday was a unanimous ruling by Chief Judge Harold M. Stephens and Circuit Judges E. Barrett Prettyman and Charles Fahy following two hours of oral argument by counsel for WLAN, FCC, WGAL-TV and NBC. Latter two parties were intervenors in the injunction request hearing.

Arthur W. Scharfeld, representing WLAN before the court, contended the stay order was necessary in order to preserve the rights of the station to a fair comparative hearing with WGAL-TV. He pointed out the conditional grant to WGAL-TV would give the Steinman station an advantage in the competitive proceeding since it would have expended more than $100,000 to make the channel change and would be operating with greater power, hence serving more people.

He charged FCC erred in making the conditional grant without application and contended that according to the principle of the Ashbacker case, WLAN was entitled to comparative hearing on the conditional grant.

James R. Wollenberg, assistant general counsel of FCC in charge of litigation, reviewed the problems of the TV reallocation plan leading up to the WGAL-TV show cause order and contended the only possible harm that could occur to WLAN's case is the money expended by WGAL-TV to make the change. He pointed out, however, that FCC's conditional grant notices [B•T, Nov. 10, Sept. 22] set forth that such expenditure would not be weighed by FCC.

Mr. Wollenberg said WLAN does not have right to comparative hearing on the temporary grant, which he termed a modification of WGAL-TV's license, since the Ashbacker principle applies only to outright grants of new station licenses. He contended the Ashbacker case does not preclude the Commission from issuing temporary grants in unusual circumstances and pointed out that in the present case great public interest is at stake because of the Ch. 4 interference.

The FCC counsel noted WLAN will be in competition with an existing TV licensee regardless of which channel it is operating on at the time of the comparative hearing and the particular channel will be of no consequence, as the Commission has indicated.

Duke M. Patrick, appearing for WGAL-TV, told the court WLAN really isn't entitled to comparative hearing with Ch. 8 bid of WGAL-TV even though FCC so ruled. He cited Comr. George E. Sterling's dissent to the Commission's Sept. 18 opinion and pointed out the channel change was one of 30 ordered by FCC as part and parcel of an overall allocation readjustment.

Hearing at Renewal Time

Mr. Patrick explained anyone can file for a station's facilities at the time of renewal, at which time the Ashbacker principle of comparative hearing applies. WLAN has hearing rights when the WGAL-TV license expires and not before, he argued. He stated the mere channel change, accomplished by modification of WGAL-TV's license, did not give the station anything it doesn't already possess.

The WGAL-TV counsel told the court the change to Ch. 8 should be allowed as soon as possible because the public interest requires reduction of interference on Ch. 4.

James E. Greeley, counsel for NBC, reviewed the interference problems on Ch. 4 with the resulting lessened service to the public. He stated FCC has estimated the interference to WNBW involves 900 sq. mi. of its normal service area and to WNBT, 100 sq. mi. Mr. Greeley related the interference to WGAL-TV on Ch. 4 has reduced its service area to about 400 sq. mi., or about one-third of its normal area without interference.

During his rebuttal argument, Mr. Scharfeld was asked by Chief Judge Stephens if, when a comparative hearing is indicated upon two applications, FCC lawfully cannot issue a temporary grant to one pending completion of the proceeding.

Mr. Scharfeld answered that FCC cannot, since recent changes in the Communications Act were intended by Congress to put a stop to grants without applications. He contended the principles of the Ashbacker case now give to WLAN the right of comparative hearing on the temporary grant also.

TV FILM IMPASSE

SAG Settlement Hopes Dim

OUTLOOK for quick settlement of Screen Actors Guild strike against producers of TV filmed commercials darkened last week while American Federation of Television & Radio Artists and major network spokesmen in New York were drafting final details on agreements covering radio and television performers and announcers.

An AFTRA spokesman in New York said union and network negotiators had agreed upon major features of the contract [B•T, Dec. 15] but still were conferring on several minor points and phraseology of the pact. He noted that basic agreement had been effected also in Los Angeles but that negotiations were still in progress in San Francisco and Chicago, other major program origination cities. He added that "no trouble" was expected to develop in Chicago or San Francisco.

This bright picture did not extend to the SAG-producer strike which entered its fourth week today (Monday). Both union and producer spokesmen in New York declared they had adopted a "stand pat" attitude with no immediate progress in sight for resumption of negotiations.

Both parties agreed that reports 10 days ago, indicating that talks might be resumed, were "premature." At that time, Ralph Cohn, a member of the Film Producers Assn. of New York, conferred unofficially with SAG officials in Hollywood and speculation arose that a common ground for renewing negotiations had been found.

But Mrs. Florence Marston, eastern representative for SAG, and John Wheeler, attorney for FPA, both denied last week that understanding to re-negotiate had been reached. Mrs. Marston indicated that new talks would accomplish nothing unless the producers were amenable to relaxing their stand on the re-issue principle, while Mr. Wheeler declared that the producers were willing to reopen discussion along the lines of their last offer [B•T, Dec. 1].

Principal differences center around a SAG demand for re-payment to an actor of his original fee each time the TV commercial is used more than once on a network program. The last producer proposal was for re-payment of original fee after use of the commercial for 13 weeks.

Distortion Charged

The prolonged strike has precipitated charges and countercharges from both factions, each accusing the other of "distorting facts."

The latest incident was a statement last week by Peter Mooney, president of the Film Producers Assn. of New York, in which he accused the union of falsely claiming that some major producers had signed contracts meeting their demands.

Mr. Mooney apparently was referring to interim agreements with five producers that were announced by SAG the preceding week [B•T, Dec. 15]. He said that the one case the union cited specifically—that of Roland Reed Productions, Hollywood—was "a dud."

"The sponsor and agency involved were not party to even an interim agreement and since have cancelled the commercials supposedly being made," Mr. Mooney asserted. (Mr. Mooney was referring to a commercial reportedly being made for General Mills through the Knox Reeves Agency.)

Mr. Mooney claimed he has had telegrams from the heads of top agencies and accounts assuring him they would not make "any deals" or agree to the guild's demands.

"We still stand ready to negotiate or mediate with SAG," Mr. Mooney declared. "But we will not capitulate to a situation that would put us all in trouble."

Mrs. Marston told BROADCASTING • TELECASTING that it was her understanding that SAG had signed interim agreements with some five producers. She added she had not learned from the Coast whether the Reed organization had cancelled its commercials.

A producer spokesman who asked that his identity be withheld reported to BROADCASTING • TELECASTING last week that "mounting pressure" is being applied against the producers by several affected unions to take "drastic action" to settle the strike. He pointed out that the dispute has placed many electricians and stage - hands, among others, out of work.

He declined to spell out what he meant by "drastic action" but it has been reported that the producers are considering the use of actors not affiliated with SAG and of name personalities in the sports and business world. The spokesman stressed that the producers would take this step "very reluctantly as a last resort."

television grants and applications

Digest of Those Filed with FCC Dec. 12 Through Dec. 18

Grants Since April 14:

	VHF	UHF	Total
Commercial	42	105	147
Educational	2	8	10
Total	44	113	157
Commercial television stations on the air	119 [1]	2	121 [1]

[1] Includes XELD-TV Matamoras (Mexico)-Brownsville.

Applications Filed Since April 14:

	New	Amended	VHF	UHF	Total
Commercial	647	323	546	423	970 [2]
Educational	19	...	5	14	19
Total	666	323	551	437	989 [3]

[2] One applicant did not specify channel.

[3] Includes 157 already granted.

* * *

Processing on city priority status Gr. A-2 line has extended to city number 130.
Processing on city priority status Gr. B-4 line has extended to city number 181.

NEW STATION GRANTS

Listed by States

BIRMINGHAM, Ala. — The Birmingham News Co. (WSGN). Granted uhf Ch. 42 (638-644 mc); ERP 1,000 kw visual, 500 kw aural; antenna height above average terrain 930 ft., above ground 560 ft. Engineering conditions. Estimated construction cost $496,500 first year operating cost and revenue not estimated. Post office address WSGN Birmingham, Ala. Studio location to be determined. Transmitter location 0.7 mile NW of Rosedale on Red Mountain. Geographic coordinates 33° 29′ 23″ N. Lat., 86° 47′ 58″ W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer George E. Gautney, Washington. Principals include Chairman **Ruth L. Hanson** (10.84%), President **James E. Chappell** (1.41%), Executive Vice President **Henry P. Johnson** (15.69%), Vice President **Clarence B. Hanson Jr.** (6.61%), Business Manager **Harry B. Bradley** (1.08%), Secretary-Treasurer **J. C. Clark** (.54%). [For application, see TV APPLICATIONS, B•T, July 7.] City priority status: Gr. B-2, No. 157.

TUCSON, Ariz.—Catalina Bcstg. Co. (KCNA). Granted vhf Ch. 9 (186-192 mc); ERP 25 kw visual, 12.5 kw aural; antenna height above average terrain 60 ft., above ground 344 ft. Engineering conditions. Estimated construction cost $255,000; first year operating cost $160,000; revenue $140,000. Post office address P.O. Box 2348, Tucson. Studio and transmitter location Swan Rd. extension, 6.5 mi. NE of Tucson. Geographic coordinates 32° 17′ 36″ N. Lat., 110° 53′ 40.3″ W. Long. Transmitter and antenna GE. Legal counsel Fisher, Wayland, Duvall and Southmayd, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President **Erskine Caldwell** (31.9%), Vice President **William A. Small** (8.2%), Secretary - Treasurer **George W. Chambers** (9.1%), **Clare Ellinwood** (6.6%), **William H. Johnson** (7.1%),**John B. Mills** (17.5%) and **J. N. Harber** (17.5%). [For application, see TV APPLICATIONS, B•T, July 7.] City priority status: Gr. A-2, No. 91.

WEST PALM BEACH, Fla.—WIRK-TV Inc. (WIRK). Granted uhf Ch. 21 (512-518 mc); ERP 22 kw visual, 11.5 kw aural; antenna height above average terrain 220 ft., above ground 255 ft. Estimated construction cost $137,023, first year operating cost $120,000, revenue $135,000. Post office address 715 South Flagler Drive, West Palm Beach, Fla. Studio and transmitter location on west side of Flagler Drive, north of Lakeview Drive. Geographic coordinates 26° 42′ 22″ N. Lat., 80° 02′ 59″ W. Long. Transmitter and antenna GE. Legal counsel Frank U. Fletcher, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include President **Joseph S. Field Jr.** (33⅓%), 51% owner of WIRK; Vice President **Warren H. Brewster** (33⅓%), owner of cattle ranch, Jupiter, Fla., ⅓ owner of Carpenter Hotel, Manchester, N. H., and owner of 29% interest in WLNH Laconia, N. H., until 1949, and sole owner of WEAT Lake Worth, Fla., until 1950, and Secretary **Arthur M. Shandloff** (33⅓%), president and 80% owner of Star Construction Co., Miami, and secretary-treasurer and 49% owner of WIRK. [For application, see TV APPLICATIONS, B•T, May 26.] City priority status: Gr. A-2, No. 98.

PEORIA, Ill. — Hilltop Bcstg. Co. (WTVH). Granted uhf Ch. 19 (500-506 mc); ERP 95 kw visual, 54 kw aural; antenna height above average terrain 280 ft., above ground 415 ft. Estimated construction cost $143,437, first year operating cost $155,000, revenue $225,000. Post office address 406 Fayette Bldg., Peoria, Ill., or 324 Main St., Davenport, Iowa, or 220 Robison Blvd., Rock Island, Ill. Studio and transmitter location Jefferson Hotel, 235 South Jefferson St., at corner of Jefferson and Liberty Sts. Geographic coordinates 40° 41′ 31″ N. Lat., 89° 35′ 37″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Eugene L. Burke, Washington. Consulting engineer Walter F. Kean, Riverside, Ill. Sole owner of permittee is **Hugh R. Norman,** president and majority stockholder of KSTT Davenport, Iowa. [For application, see TV APPLICATIONS, B•T, July 21.] City priority status: Gr. A-2, No. 24.

BATON ROUGE, La.—Capital Television & Bcstg. Co. Granted uhf Ch. 40 (626-632 mc); ERP 290 kw visual, 150 kw aural; antenna height above average terrain 340 ft., above ground 341 ft. Engineering conditions. Estimated construction cost $267,885, first year operating cost $150,000, revenue $170,000. Post office address 204 W. 6th St., Erie. Studio and transmitter location 1625 Scenic Highway. Geographic coordinates 30° 27′ 45″ N. Lat., 91° 10′ 15″ W. Long. Transmitter and antenna GE. Legal counsel Haley and Doty, Washington. Consulting engineer William L. Foss Inc., Washington. Principals include equal ⅓ partners **John W. English,** secretary and 14.8% owner of the Erie Television Corp., applicant for TV station in Erie, Pa., partner in English, Gilson, Baker & Bowler (law firm) and director and minority stockholder in First National Bank, Erie, Erie Coach Co. (bus lines), and others; **James B. Donovan,** member of Watters & Donovan, New York and Washington law firm, and **James R. McBrier,** president of Trask, Prescott & Richardson (department store), treasurer of Peninsula Realty Co., and director of First National Bank of Erie. [For application, see TV APPLICATIONS, B•T, Aug. 4.] City priority status: Gr. A-2, No. 19.

LAKE CHARLES, La. — Southland Telecasters. Granted uhf Ch. 25 (536-542 mc); ERP 20 kw visual, 10.5 kw aural; antenna height above average terrain 330 ft., above ground 348 ft. Engineering conditions. Estimated construction cost $177,500, first year operating cost $120,000, revenue $120,000. Post office address P. O. Box 30, Baton Rouge, La. Studio and transmitter location SE corner of Ryan and Jackson Streets. Geographic coordinates 30° 14′ 22″ N. Lat., 93° 12′ 58″ W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer George E. Gautney, Washington. Principals include **Charles W. Lamar** (now 100%), majority owner of Lamar Adv. Co., Baton Rouge, and minority stock owner of WAFB-AM-TV Baton Rouge, and **T. E. Gibbens,** vice president, manager and minority stockholder of WAFB. (Net profits of partnership will be shared in ratio of 75% to Mr. Lamar and 25% to Mr. Gibbens; after Mr. Lamar has withdrawn in profits an amount equal to his capital contribution to partnership, assets of partnership will be owned 75% by Mr. Lamar and 25% by Mr. Gibbens.) [For application, see TV APPLICATIONS, B•T, Nov. 10.] City priority status: Gr. A-2, No. 103.

BALTIMORE, Md. — WITH-TV Inc. (WITH). Granted uhf Ch. 60 (746-752 mc); ERP 105 kw visual, 59 kw aural; antenna height above average terrain 300 ft., above ground 360 ft. Estimated construction cost $398,500, first year operating cost $250,000, revenue $200,000. Post office address 7 East Lexington St. Studio location 7 East Lexington St. Transmitter location 1220-1230 Curtain Ave. Geographic coordinates 39° 18′ 58″ N. Lat., 76° 36′ 03″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President and General Manager **Thomas G. Tinsley Jr.** (14%), Secretary-Treasurer **Mrs. Louise McClure Tinsley** (2%), **T. Garland Tinsley Sr.** (1.2%), **B. Warren Corkran** (0.4%), **Girard Trust Co.** (trustee) (14%), **Louise McClure Tinsley** (as life tenant under will of Newton McClure) (70.4%), and **Robert C. Embry.** [For application, see TV APPLICATIONS, B•T, Aug. 4.] City priority status: Gr. B-2, No. 162. (Comr. Frieda B. Hennock dissented.)

BUFFALO, N. Y.—Chautauqua Bcstg. Corp. Granted uhf Ch. 17 (488-494 mc); ERP 165 kw visual, 83 kw aural; antenna height above average terrain 500 ft., above ground 532 ft. Engineering conditions. Estimated construction cost $331,861, first year operating cost $453,000, revenue $625,037, Post office address 797 Seneca St., Buffalo. Studio location to be determined. Transmitter location 535 Main St. Geographic coordinates 42° 52′ 50″ N. Lat., 78° 52′ 34″ W. Long. Transmitter GE, antenna GE. Legal counsel Pierson & Ball, Washington. Consulting engineer Kear and Kennedy, Washington. Principals include President **Sherwin Grossman** (29.6%), sales manager Swan Cleaners Inc. (laundry and dry cleaning), president and sole owner of State Liquor Stores Inc., Orlando, Fla.; Executive Vice President **Gary L. Cohen** (29.6%), manager and 25% owner of Van Buren Amusement Enterprises Inc. (drive-in theatre); Secretary **Irving Cohen,** 100% owner of Allendale Theatre, Plaza Theatre, Corning, and other theatres, and Treasurer **Harry J. Grossman,** president and 50% owner of Swan Cleaners, director and 10% owner of Lincoln National Bank. [For application, see TV APPLICATIONS, B•T, Aug. 11.] City priority status: Gr. B-4, No. 181.

‡**EASTON, Pa. — Easton Pub. Co. (WEEX-FM).** Granted uhf Ch. 57 (728-734 mc); ERP 125 kw visual, 63 kw aural; antenna height above average terrain 760 ft., above ground 167 ft. Engineering conditions. Estimated construction cost $290,241, first year operating cost $108,000, revenue not estimated. Post office address 30 N. Fourth St., Easton, Pa. Studio location WEEX Studios, State Hwy. 115, Easton. Transmitter location Gaffney Hill, 5 mi. SW of downtown Easton, about 2 mi. East of WGPA-FM. Geographic coordinates 40° 37′ 35″ N. Lat., 75° 15′ 19″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Hanson, Lovett & Dale, Washington. Consulting engineer Paul Godley Co., Upper Montclair, N. J. Principals include President-Treasurer **J. L. Stackhouse,** Vice President-Secretary **Adele S. Fretz,** Vice President **Anna M. Snyder.** [For application, see TV APPLICATIONS, B•T, July 7.] City priority status: Gr. A-2, No. 127.

HAZLETON, Pa. — Hazleton Bcstg. Co. (WAZL). Granted uhf Ch. 63 (764-770 mc); ERP 98 kw visual, 52 kw aural; antenna height above average terrain 665 ft., above ground 408 ft. Engineering conditions. Estimated construction cost $227,958, first year operating cost $187,296, revenue $250,000. Post office address 708 Hazleton National Bank Bldg., Hazleton, Pa. Studio and transmitter location on Thirwell Ave., between Mill and East Streets. Geographic coordinates 40° 56′ 24″ N. Lat., 75° 58′ 04″ W. Long. Transmitter, antenna and studio equipment RCA. Legal counsel George O. Sutton, Washington. Consulting engineer James C. McNary, Washington. Principals include President **Victor C.**

(Continued on page 70)

MIAMI CH. 7

Competing FCC Bid Filed Tuesday

WITHIN a week after the application for Miami's Ch. 7 filed by Niles Trammell and WIOD-*Miami Daily News* (Cox) and WQAM-*Miami Herald* (Knight) interests [B•T, Dec. 15], a competing application for the same facilities was filed by two Iowa real estate men last week.

★

New application was filed last Tuesday—day before regular Commission meeting day at which many observers believed the FCC might take some kind of action on the Trammell application.

Significance of the Trammell application was seen in the means taken to overcome the FCC's uncertainty regarding combinations of local AM broadcasters applying for TV [B•T, Dec. 8]. In two cases, the Commission informed such applicants that it thinks such combinations violate the duopoly regulation which forbids common ownership of more than one radio station in the same city. The Trammell application "stood off" the Cox and Knight interests with 42.5% each, with the NBC chairman, who resigned two weeks ago, holding the balance of power with his 15% ownership. This application is in the name of Biscayne Television Corp.

Principals of the new Miami application are Mel Foster and Harold Hoersch. Mr. Foster is president and 82% owner of Mel Foster Inc. of Iowa and Illinois, and has interests in various real estate firms. Mr. Hoersch is an attorney, also with extensive real estate holdings. Both are also applicants for TV in Davenport [B•T, Dec. 15].

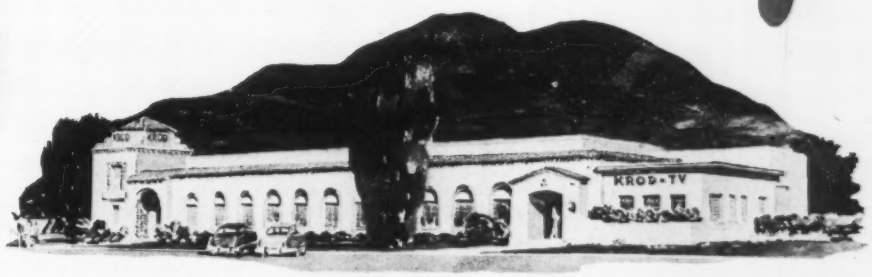
Mr. Foster, who has been active in real estate circles in the Quad Cities, once had an interest in KSTT Davenport. Mr. Hoersch, who has practiced law in Davenport since 1924, has never had any interests in radio or TV. The two men have been friends and financial partners in various enterprises for the past 25 years.

Reason for picking Miami, according to Mr. Hoersch, is that they think it has a "tremendous" potential—which they also believe TV has.

Application seeks Ch. 7 with 100 kw from 704-ft. antenna located one mile southeast of Goulds. Estimated construction cost is $387,750, with first year's operating cost estimated at $600,000 and revenue at $800,000.

Miami's priority status is Group B-4, No. 193.

Now KROD-TV on the air!



Channel 4

CBS-TV and DUMONT-TV Networks

EL PASO, TEXAS

Bringing television for the First time to the fabulous southwestern market!

Nationally Represented by

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NEW YORK CHICAGO HOLLYWOOD SAN FRANCISCO SEATTLE DALLAS LOS ANGELES

RODERICK BROADCASTING CORPORATION

Dorrance D. Roderick, Chairman of the Board, Val Lawrence, President, Dick Watts, Sales Manager

TV HEARINGS

Cascade Permitted to Amend

CASCADE TELEVISION Co., vhf Ch. 8 applicant at Portland, Ore., was granted permission by FCC Hearing Examiner Elizabeth C. Smith last week to amend its request so as to show withdrawal of three stockholders and assumption of their 25% holdings by others in the firm.

The ruling was made Friday morning following an hour's oral argument in Miss Smith's office by the parties to the Portland Ch. 8 proceeding, now set to commence Jan. 26 in Washington. Cascade's competitors are Westinghouse Radio Stations Inc. (KEX), Portland Television Inc. and North Pacific Television Inc. Latter is controlled by KING-AM-FM-TV Seattle.

Miss Smith based her ruling upon the precedent contained in the Commission's memorandum opinion and order in the case of KOIN Portland, issued earlier in the week. FCC a fortnight ago, by a majority decision of Comrs. Rosel H. Hyde, Eugene H. Merrill, George E. Sterling and E. M. Webster, voted to approve KOIN's request to amend its vhf Ch. 6 application so as to show withdrawal of three stockholders and the assumption of their 43.5% interest by other stockholders and 24 station employes [B•T, Dec. 15].

The Commission majority's action overruled an earlier decision by Examiner Smith to deny the KOIN amendment on the grounds that sufficient good cause was not shown and of prejudice to the sole competitive Ch. 6 applicant, KGW Portland.

While observers of the TV comparative hearings were pondering the practical effect of the Commission majority's memorandum in the KOIN case last week, counsel for KGW said the station plans to petition the Commission to review the ruling and indicated it may take the issue to court if a way can be found, should FCC turn down the review plea. It was noted the courts usually require an applicant to await the final ruling to grant or deny an application in a competitive hearing before accepting an appeal.

Two Dissents

Both Chairman Paul A. Walker and Comr. Frieda B. Hennock dissented from the majority opinion in the KOIN amendment action and declared their support of Examiner Smith's decision. Comr. Robert T. Bartley did not participate.

In their written dissent, Chairman Walker and Comr. Hennock held the ruling "will open up a veritable Pandora's box of difficulties in future hearings, and is therefore contrary to the orderly administration of the Commission's own processes as well as to the reliance which applicants should be able to place upon the concreteness of their adversaries' proposals in preparing for hearing."

Comparative hearing before Examiner Smith on KOIN and KGW Ch. 6 applications has been postponed until March 16. The Portland Ch. 8 hearing is to begin Jan. 26.

Cascade Television's amendment, filed Dec. 5, shows withdrawal of Thomas W. Young, treasurer and 10% owner; Zina A. Wise, 5% stockholder, and C. Spencer Hinsdale, 10% owner. Mr. Young withdrew because of illness, Mr. Wise because of death in the family and Mr. Hinsdale because of "conditions beyond his control."

Thomas W. Dant, holding 5% interest in Cascade, becomes treasurer and acquires an additional 10%. Clayton R. Jones, vice president, increases his 20% holding to 30%. George C. Sheahan, 10% owner, gains another 5%. Other stockholders continuing in the applicant include Vice President David McKay, 30% owner, who is president and chief owner of KOLO Reno and KORK Las Vegas, and H. G. Wells Jr., 5% owner, who holds 10% in KOLO and KORK.

In the Beaumont-Port Arthur vhf Ch. 6 hearing, the direct cases and cross-examinations were completed last week. The case was recessed to Feb. 25, when tag ends are due to be cleaned up. During that time, depositions will be taken from witnesses unable to appear in Washington. Competing for Ch. 6 in the Gulf Coast cities are KFDM and KRIC-*Beaumont Enterprise* and *Journal* [B•T, Nov. 24].

KFDM's exhibits showed that it had total current assets of $171,475.07 and total current liabilities of $26,269.39. It also reported that it made a net profit after taxes of $14,342.24 for the first nine months of 1952. Company is planning to spend $344,582.50 on construction of the proposed TV station. Estimated first year's operating cost would be $207,332 and revenue $392,000 (without network affiliation) at a base Class A rate charge of $200 per hour, one-time.

The Beaumont-Port Arthur vhf Ch. 4 hearing, also before Examiner Annie Neal Huntting, was continued to Jan. 26. Motions Comr. Robert T. Bartley on Tuesday granted petition of Lufkin Amusement Co. to dismiss its Ch. 4 application but declined to approve dismissal "without prejudice." Meanwhile, petition of Jefferson Amusement Co., new Ch. 4 applicant [B•T, Dec. 1], seeking to enter the proceeding, awaits action by the Commission. Other Ch. 4 contestants are Port Arthur College (KPAC) and Smith Radio Co.

Continuance Granted

The Denver Ch. 4 hearing, which was due to resume Dec. 16, was continued to Jan. 13 when a physician's statement was submitted that KMYR's A. G. Meyer is still unable to resume the witness stand. Mr. Meyer suffered a heart attack last month while undergoing cross-examination. KMYR is opposed by KOA in the second of the Denver hearings.

The Denver Ch. 7 proceeding was closed several weeks ago but a petition by Denver Television Co. (Wolfberg theatre interests) to reopen the record is pending before Examiner James D. Cunningham [B•T, Dec. 15]. Competitor is KLZ Denver.

Examiner Basil P. Cooper on Friday concluded the lengthy Tampa-St. Petersburg vhf Ch. 8 hearing involving Tampa Bay Area Telecasting, WTSP and WFLA. The vhf Ch. 13 proceeding is scheduled Jan. 7 and involves competitive applications of WDAE, Orange Television Broadcasting Co. and Tampa Television Co.

Examiner Herbert Sharfman

(Continued on page 97)

WAAM (TV) HONORED

Receives Red Cross Award

WAAM (TV) Baltimore has been awarded the American National Red Cross Certificate of Achievement as an aftermath of its "Blood Donor Telethon," the station reported last week. WAAM claims to be the first station so honored.

The Blood Donor Telethon, for which the station produced nearly five hours of TV time Dec. 13, raised a confirmed total of 534 pints of whole blood pledged and received. WAAM donated all facilities, time charges, personnel and production work to the Baltimore Chapter of the Red Cross.

Feature of the telethon was the Red Cross mobile blood collection unit functioning in the 4,200 sq. ft. WAAM Studio A.

Nick Campofreda, sports director, and Joel Chaseman, public service director, manned a central desk, with Mr. Campofreda serving as m. c. WAAM announcers Jim Kilian, Ted Jaffee and Royal Parker conducted interviews. Paul Kane directed the four WAAM cameras used, with Herbert B. Cahan overseeing format and production.

AT certificate presentation ceremony were (l to r) Mr. Chaseman, Mrs. Gideon Stieff, Baltimore ARC chapter, and Kenneth Carter, WAAM general manager.

MADISON MERGERS

Second Group Unites

MERGER of two applicants last week for Madison, Wis., Ch. 3—in hope of obviating need for a hearing—brought almost immediate amendment by another applicant from uhf Ch. 27 to the same low band channel, making a hearing necessary.

New applicant for Ch. 3 is Badger Television Co. Inc., a consolidation of previous applicants WIBA-*Wisconsin State Journal* and *Capital Times* and non-broadcasters Television of Wisconsin Inc. Stock is divided into Class A and B shares, each of which is held by the respective principals.

Class A stockholders are Capital Times Co., 31.5%; Wisconsin State-Journal Co., 13.5%; Don Anderson, publisher of *State Journal*, 1.5%; J. Martin Wolman, business manager of *State Journal*, 0.5%, and Adolph C. Bolz, vice president, Oscar Mayer & Co., 3%. These principals own WIBA-AM-FM Madison.

Class B stockholders are William E. Walker, who has interests in WMAN Marinette, Wis.; WESK Escanaba, Mich.; KXGI Ft. Madison, Iowa, and WBEV Beaver Dam, Wis., 10%; Arthur Towell, advertising, 9.5%; Frank A. Jones, office furnishings and supplies, 9.5%; Paul A. Kayser, Ford dealer, 9.5%; Bernard Meyer Mautz, paint and varnish, 5%; Louis Hirsig, hardware, 5%, and Mr. Bolz, 1.5%.

Applicant Officers

William T. Evjue, editor of the *Capital Times*, is president of the new corporation, while Mr. Anderson is first vice president, Mr. Mautz second vice president, Mr. Jones secretary and George R. Stephenson, executive editor of the *Capital Times*, is treasurer. Mr. Walker is chairman of the board.

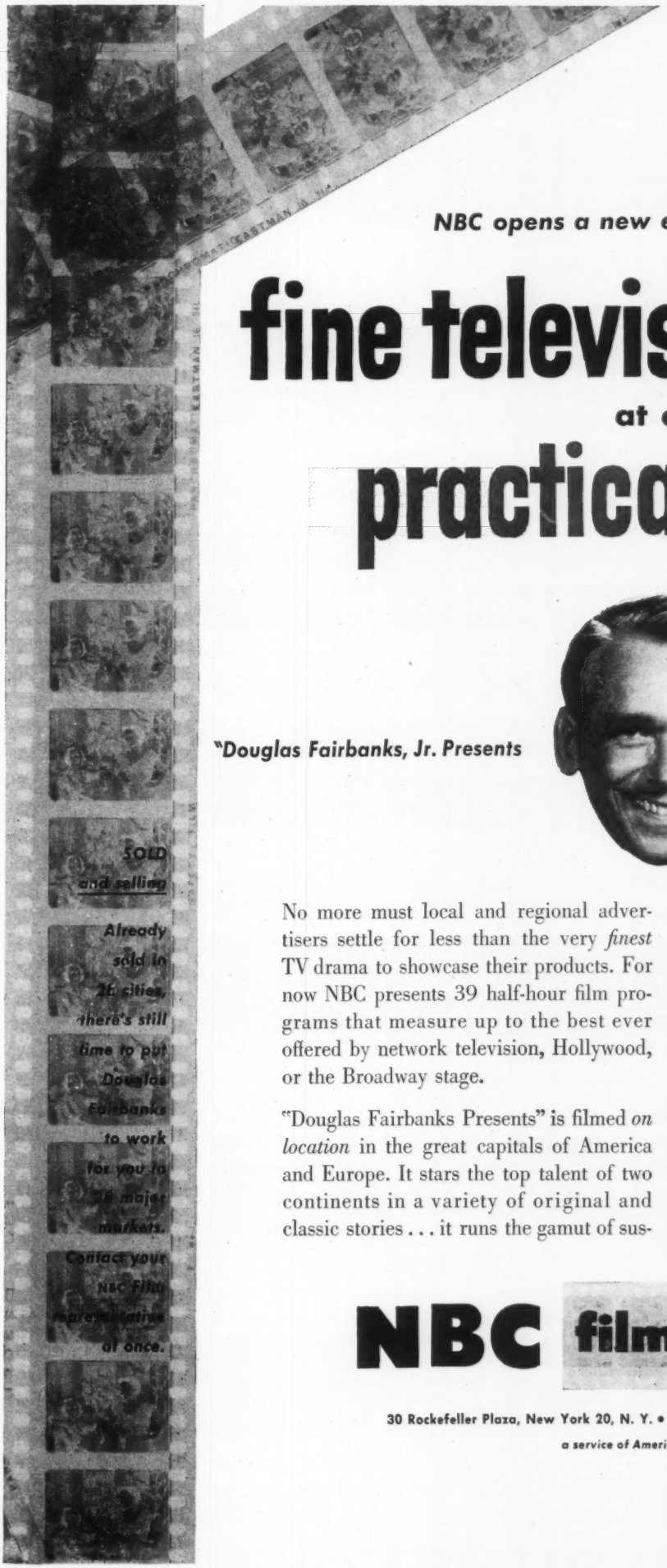
Application is for 100 kw with 753-ft. antenna. Estimated construction costs were set at $545,772.60. First year's operating costs and revenue were estimated at $240,000.

Ultimate desirable objective of the amalgamation, a statement included in the application declared, is the merger of Badger Television with Badger Broadcasting, licensee of WIBA-AM-FM.

Both applications in the individual names of Badger Broadcasting Co. and Television of Wisconsin Inc. were dismissed following the filing of the new application. Badger Broadcasting, however, is still an applicant for Eau Claire, Wis.

Amending its application from uhf Ch. 27 to vhf Ch. 3 was WISC Madison. WISC, half owned by the *Superior* (Wis.) *Telegram*, originally filed for Ch. 3, but amended to the uhf channel when it petitioned the FCC to revise its Sixth Report and Order to make all uhf channels in Madison commercial assignments, and change the reserved, educational frequency from uhf to the lone vhf Ch. 3. This was denied by the Commission last month and WISC appealed to court.

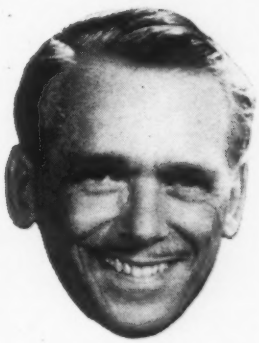
XUM


SOLD
and selling
Already sold in 26 cities, there's still time to put Douglas Fairbanks to work for you in 38 major markets.
Contact your NBC film representative at once.

NBC opens a new era for local advertisers . . .

fine television drama at a practical price

"Douglas Fairbanks, Jr. Presents



(Your Brand Name) Theater"

No more must local and regional advertisers settle for less than the very *finest* TV drama to showcase their products. For now NBC presents 39 half-hour film programs that measure up to the best ever offered by network television, Hollywood, or the Broadway stage.

"Douglas Fairbanks Presents" is filmed *on location* in the great capitals of America and Europe. It stars the top talent of two continents in a variety of original and classic stories . . . it runs the gamut of suspense, high comedy and deep drama . . . and its host, director and occasional star is Douglas Fairbanks, Jr., himself.

"Douglas Fairbanks Presents" is a program for local advertisers to use with pride, and success — similar network TV drama rates consistently in the 30's and 40's. Best of all, it's a fine dramatic program at a *practical* price.

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The New Grantees' Commencement Target Dates

‡ On the air, operating commercially.

HERE are post-thaw TV grantees and the dates on which they expect to commence operation. Channels authorized, network affiliation and national representative, where signed, are given.

LISTED BY CITY ALPHABET

Call	City and State	Ch.	Granted	Commencement	Network	Rep.
WAKR-TV	Akron, Ohio	49	Sept. 4	Spring 1953	.....	Weed
WRTV (TV)	Albany, N. Y.	*17	July 24	Unknown	.....	.....
KFDA-TV	Amarillo, Tex.	10	Oct. 16	March	.....	Branham
KGNC-TV	Amarillo, Tex.	4	Oct. 9	March-April	.....	Taylor
WPAG-TV	Ann Arbor, Mich.	20	Sept. 25	March 15	.....	McGillvra
WCEE (TV)	Asbury Park, N. J.	58	Oct. 2	Late 1953	.....	.....
WISE-TV	Asheville, N. C.	62	Oct. 30	Unknown	.....	.....
WPTV (TV)	Ashland, Ky.	59	Aug. 14	Unknown	.....	.....
WFPG-TV	Atlantic City, N. J.	46	Oct. 30	Dec. 20‡	NBC, ABC CBS, DuMont	Pearson
KCTV (TV)	Austin, Tex.	18	July 11	Unknown	.....	.....
KTBC-TV	Austin, Tex.	7	July 11	Nov. 27‡	CBS, ABC, NBC	Taylor
KTVA (TV)	Austin, Tex.	24	Aug. 21	Unknown	.....	.....
WITH-TV	Baltimore, Md.	60	Dec. 18	Unknown	.....	.....
WAFB-TV	Baton Rouge, La.	28	Aug. 14	Jan. 1	CBS, DuMont, NBC, ABC	Adam Young
Capital Television & Bcstg. Co.,	Baton Rouge, La.	40	Dec. 18	Unknown	.....	.....
WBCK-TV	Battle Creek, Mich.	58	Nov. 20	August	.....	.....
WBKZ-TV	Battle Creek, Mich.	64	Oct. 30	May 15	ABC, DuMont	.....
Television Broadcasters Beaumont,	Tex.	31	Dec. 4	May	.....	.....
WTVI (TV)	Belleville, Ill.	54	Nov. 20	May 1	CBS	Adam Young
WLEV-TV	Bethlehem, Pa.	51	Oct. 30	Unknown	.....	Meeker
WQTV (TV)	Binghamton, N. Y.	*46	Aug. 14	Unknown	.....	.....
WJLD-TV	Birmingham, Ala.	48	Dec. 10	Unknown	.....	.....
WSGN-TV	Birmingham, Ala.	42	Dec. 18	Unknown	.....	.....
WICC-TV	Bridgeport, Conn.	43	July 11	Jan. 15-31	ABC	Adam Young
WSJL (TV)	Bridgeport, Conn.	49	Aug. 14	Unknown	.....	.....
WTVF (TV)	Buffalo, N. Y.	*23	July 24	Unknown	.....	.....
Chautauqua Bcstg. Corp.,	Buffalo, N. Y.	17	Dec. 18	April 1	.....	.....
WCSC-TV	Charleston, S. C.	5	Oct. 30	April 1	.....	Free & Peters
WOUC (TV)	Chattanooga, Tenn.	49	Aug. 21	Unknown	.....	McGillvra
WTVT (TV)	Chattanooga, Tenn.	43	Aug. 21	Unknown	.....	.....
KKTV(TV)	Colorado Springs, Col.	11	Nov. 28	Dec. 7‡	ABC, CBS, DuMont	.....
KRDO-TV	Colorado Springs, Col.	13	Nov. 20	April	.....	McGillvra
WCOS-TV	Columbia, S. C.	25	Sept. 18	March	.....	Headley-Reed
WNOK-TV	Columbia, S. C.	67	Sept. 18	May 1	CBS	Raymer
WDAN-TV	Danville, Ill.	24	Dec. 10	Unknown	.....	Everett-McKinney
WONE-TV	Dayton, Ohio	22	Nov. 26	July	.....	.....
WTVP (TV)	Decatur, Ill.	17	Nov. 20	Unknown	.....	.....
KBTV (TV)	Denver, Col.	9	July 11	Oct. 2‡	CBS, ABC	Free & Peters
KDEN (TV)	Denver, Col.	26	July 11	Spring 1953	.....	.....
KFEL-TV	Denver, Col.	2	July 11	July 18‡	NBC, DuMont	Blair-TV Inc.
KIRV (TV)	Denver	20	Sept. 18	Unknown	.....	.....
WFTV (TV)	Duluth, Minn.	38	Oct. 24	March 1	.....	.....
WKAR-TV	East Lansing, Mich.	60	Oct. 16	September	.....	.....
WEEX-TV	Easton, Pa.	57	Dec. 18	Spring 1953	.....	.....
WTVE (TV)	Elmira, N. Y.	24	Nov. 6	March	.....	Forjoe
KEPO-TV	El Paso, Tex.	13	Oct. 24	Early 1953	.....	Avery-Knodel
KROD-TV	El Paso, Tex.	4	July 31	Dec. 14‡	CBS, DuMont	Taylor
KTSM-TV	El Paso, Tex.	9	Aug. 14	Dec. 24-25	NBC	Hollingbery
WSEE-TV	Fall River, Mass.	46	Sept. 14	May	.....	.....
WTAC-TV	Flint, Mich	16	Nov. 20	Unknown	.....	.....
WCTV (TV)	Flint, Mich.	28	July 11	Early 1953	.....	.....
WFTL-TV	Fort Lauderdale, Fla.	23	July 31	March 1	.....	Sears & Ayer
WITV (TV)	Fort Lauderdale, Fla.	17	July 31	Unknown	.....	.....
KFSA-TV	Fort Smith, Ark.	22	Nov. 13	May 1	.....	.....
WFMD-TV	Frederick, Md.	62	Oct. 24	Unknown	.....	.....
KMJ-TV	Fresno, Calif	24	Sept. 18	May 1	.....	Raymer
WTVS(TV)	Gadsden, Ala.	21	Nov. 6	April	.....	.....
Gulf Television Co.,	Galveston, Tex.	11	Nov. 20	March 1	.....	.....
Rudman Television Co.,	Galveston, Tex.	41	Nov. 20	Unknown	.....	.....
WBAY-TV	Green Bay, Wis.	2	Nov. 13	March 1	.....	Weed
WCOG-TV	Greensboro, N. C.	57	Nov. 20	Unknown	.....	.....
WHP-TV	Harrisburg, Pa.	55	Sept. 25	May	.....	Bolling
WAZL-TV	Hazleton, Pa.	63	Dec. 18	Unknown	.....	Meeker
WEHT (TV)	Henderson, Ky.	50	Nov. 20	Unknown	.....	.....
WHYN-TV	Holyoke, Mass.	55	July 11	Early 1953	.....	Branham
KGMB-TV	Honolulu, T. H.	9	Aug. 7	Dec. 1‡	CBS, ABC, NBC	Free & Peters
KONA (TV)	Honolulu, T. H.	11	Oct. 24	Nov. 22‡	DuMont	Forjoe
KUHT (TV)	Houston, Tex.	*8	Aug. 21	Unknown	.....	.....
WIBM-TV	Jackson, Mich.	48	Nov. 20	Unknown	.....	.....
WJTV (TV)	Jackson, Miss.	25	Sept. 11	January	CBS, ABC, NBC, DuMont	Katz
WARD-TV	Johnstown, Pa.	56	Nov. 20	Unknown	.....	Weed
WKMI-TV	Kalamazoo, Mich.	36	Nov. 26	Unknown	.....	.....
Southland Telecasters,	Lake Charles, La.	25	Dec. 18	April-June	.....	Adam Young
WIMA-TV	Lima, Ohio	35	Dec. 4	Unknown	.....	.....
WLOK-TV	Lima, Ohio	73	Nov. 20	March 15	.....	H-R Reps
KFOR-TV	Lincoln, Neb.	10	Oct. 16	April 1	.....	Petry
KOLN-TV	Lincoln, Neb.	12	Oct. 2	Spring 1953	.....	Weed
KRTV (TV)	Little Rock, Ark.	17	Sept. 18	April 15	.....	Pearson
KETV (TV)	Little Rock, Ark.	23	Oct. 30	Unknown	.....	.....
KPIK (TV)	Los Angeles	22	Dec. 10	Unknown	.....	.....
KUSC-TV	Los Angeles	*28	Aug. 28	Unknown	.....	.....
WKLO-TV	Louisville, Ky.	21	Nov. 26	Spring 1953	.....	.....
KCBD-TV	Lubbock, Tex.	11	Oct. 9	Spring 1953	.....	Pearson
KDUB-TV	Lubbock, Tex.	13	Oct. 9	Nov. 13‡	CBS, DuMont	Avery-Knodel
WLVA-TV	Lynchburg, Va.	13	Nov. 13	Feb. 15	.....	Hollingbery
WWOD-TV	Lynchburg, Va.	16	Nov. 6	Unknown	.....	.....
KSAC-TV	Manhattan, Kan.	*8	July 24	Unknown	.....	.....
WMAC (TV)	Massillon, Ohio	23	Sept. 4	April 1	.....	.....
WALA-TV	Mobile, Ala.	10	Nov. 26	Jan. 1	ABC, CBS	Headley-Reed
WKAB-TV	Mobile, Ala.	48	Aug. 7	Dec. 15	DuMont, CBS	Forjoe
KNOE-TV	Monroe, La.	8	Dec. 4	Unknown	.....	.....
Delta Television Inc.,	Monroe, La.	43	Dec. 10	April 1	.....	.....
WCOV-TV	Montgomery, Ala.	20	Sept. 18	March	.....	Taylor
WLBC-TV	Muncie, Ind.	49	Oct. 30	March 8	.....	.....
WNBH-TV	New Bedford, Mass.	28	July 11	Unknown	.....	Walker
WKNB-TV	New Britain, Conn.	30	July 11	Jan. 15	.....	Bolling
N. J. Dept. of Education,	New Brunswick, N. J.	*19	Dec. 4	Unknown	.....	.....
WKST-TV	New Castle, Pa.	45	Sept. 4	February	.....	Meeker
WGTV (TV)	New York City	*25	Aug. 14	Unknown	.....	.....
WOSH-TV	Oshkosh, Wis.	48	Nov. 26	Unknown	.....	.....
Southland Television Inc.,	Pensacola, Fla.	15	Nov. 13	June	.....	Young
WEEK-TV	Peoria, Ill.	43	Aug. 28	January	NBC	Headley-Reed
WTVH-TV	Peoria, Ill.	19	Dec. 18	Unknown	.....	.....
WIP-TV	Philadelphia, Pa.	29	Nov. 26	Unknown	.....	.....
WBTM-TV	Piedmont, Va.	24	Dec. 18	Unknown	.....	.....
KPTV (TV)	Portland, Ore.	27	July 11	Sept. 19‡	NBC	NBC Spot Sales
WEOK-TV	Poughkeepsie, N. Y.	21	Nov. 26	Dec. 1953	.....	.....
KCSJ-TV	Pueblo, Col.	5	Oct. 30	March 1	.....	Avery-Knodel
KDZA-TV	Pueblo, Col.	3	Nov. 13	Feb. 1	.....	.....
WETV (TV)	Raleigh, N. C.	28	Oct. 16	March 1	.....	Avery-Knodel
WROH (TV)	Rochester, N. Y.	*21	July 24	Unknown	.....	.....
WHTV (TV)	Syracuse, N. Y.	*43	Sept. 18	Unknown	.....	.....
WEEU-TV	Reading, Pa.	33	Sept. 4	May 15	.....	Headley-Reed
WHUM-TV	Reading, Pa.	61	Sept. 4	Jan. 4	CBS	H-R Reps.
WROV-TV	Roanoke, Va.	27	Sept. 18	January	ABC	Burn-Smith
WSLS-TV	Roanoke, Va.	10	Sept. 11	Dec. 11 ‡	NBC, CBS	Avery-Knodel
WTVO (TV)	Rockford, Ill.	39	Sept. 11	Unknown	.....	.....
WKNX-TV	Saginaw, Mich.	57	Oct. 2	February	.....	Gill-Keefe & Perna
KFEQ-TV	St. Joseph, Mo.	2	Oct. 16	April	.....	Headley-Reed
WSUN-TV	St. Petersburg, Fla.	38	Oct. 9	May 1	.....	Weed
KGKL-TV	San Angelo, Tex.	3	Dec. 18	Unknown	.....	.....
KTXL-TV	San Angelo, Tex.	8	Nov. 26	Unknown	.....	.....
KITO-TV	San Bernardino, Calif.	18	Nov. 6	Fall 1953	.....	Hollingbery
WKAQ-TV	San Juan, P. R.	2	July 24	1954	.....	Inter-American
KEYT (TV)	Santa Barbara, Calif.	3	Nov. 13	May	ABC, DuMont, CBS, NBC	.....
WGBI-TV	Scranton, Pa.	20	Aug. 14	April	CBS	Blair-TV Inc.
WTVU (TV)	Scranton, Pa.	73	Aug. 14	Feb.-March	.....	Cooke
KWTV (TV)	Sioux City, Iowa	36	Oct. 30	Unknown	.....	.....
KVTV (TV)	Sioux City	9	Nov. 20	April 1	CBS	Katz
KELO-TV	Sioux Falls, S. D.	11	Nov. 20	Feb. 1	.....	Taylor
WSBT-TV	South Bend, Ind.	34	Aug. 28	Dec. 25	.....	Raymer
KHQ-TV	Spokane, Wash.	6	July 11	Dec. 22‡	NBC, ABC	Katz
KXLY-TV	Spokane, Wash.	4	July 11	Dec. 25	CBS, DuMont	Walker, Pac. NW Bcstrs.
WWLP (TV)	Springfield, Mass.	61	July 11	Jan. 15	.....	Hollingbery
KTTS-TV	Springfield, Mo.	10	Oct. 9	April	.....	.....
KMO-TV	Tacoma, Wash.	13	Dec. 10	May 1	.....	Branham
KTNT-TV	Tacoma, Wash.	11	Dec. 10	.....	.....	.....
KCNA-TV	Tucson, Ariz.	9	Dec. 18	Unknown	.....	.....
KOPO-TV	Tucson, Ariz.	13	Nov. 13	Jan. 15	.....	.....
KVOA-TV	Tucson, Ariz.	4	Nov. 13	Feb. 1	NBC	Raymer
Central Texas Television Co.,	Waco, Tex.	34	Nov. 13	Unknown	.....	.....
WHHH-TV	Warren, Ohio	67	Nov. 6	Unknown	.....	.....
WATR-TV	Waterbury, Conn.	53	Oct. 30	March 1	.....	Rambeau
WIRK-TV	West Palm Beach, Fla.	21	Dec. 18	Unknown	.....	.....
KFDX-TV	Wichita Falls, Tex.	3	Dec. 18	March 18	.....	.....
White Television Co.,	Wichita Falls, Tex.	22	Nov. 6	April	.....	.....
WBRE-TV	Wilkes-Barre, Pa.	28	Oct. 2	Jan. 1.	NBC	Headley-Reed
WILK-TV	Wilkes-Barre, Pa.	34	Oct. 2	Feb. 1	ABC-DuMont	Avery-Knodel
WRAK-TV	Williamsport, Pa.	36	Nov. 13	Unknown	.....	.....
KIMA-TV	Yakima, Wash.	29	Dec. 4	Unknown	.....	.....
KIT-TV	Yakima, Wash.	23	Dec. 4	Unknown	.....	.....
WNOW-TV	York, Pa.	49	July 11	April	DuMont	.....
WSBA-TV	York, Pa.	43	July 11	Jan. 1	ABC	Radio-TV Reps
WFMJ-TV	Youngstown, Ohio	73	July 11	Early 1953	NBC	Headley-Reed
WKBN-TV	Youngstown, Ohio	27	July 11	Early 1953	CBS, DuMont, ABC	Raymer
WUTV (TV)	Youngstown, Ohio	21	Sept. 25	Unknown	.....	.....
WHIZ-TV	Zanesville, Ohio	50	Dec. 10	April 1	.....	.....

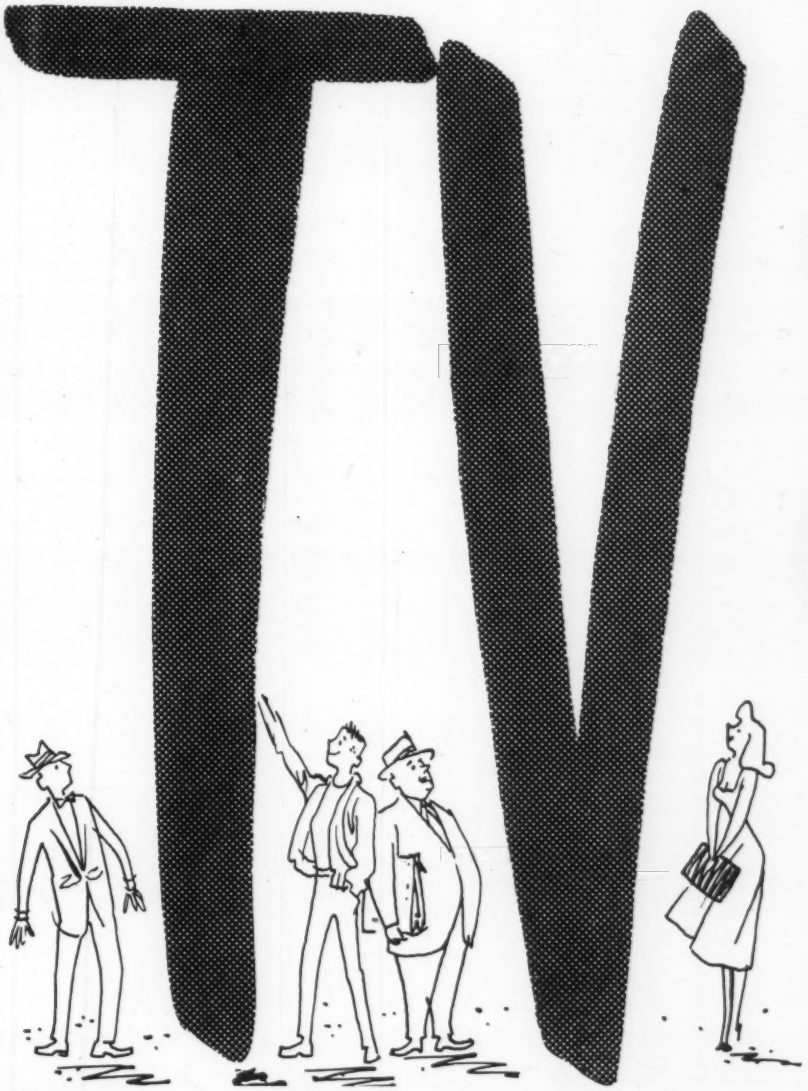
* Educational permittees.

Sevareid, Cott Honored

ERIC SEVAREID, chief Washington correspondent for CBS, and Ted Cott, NBC vice president and general manager of WNBC-WNBT (TV) New York, last week were named winners of the 1952 One World Awards in the field of radio. Awards will be made at the annual dinner in New York early next year.

Ipana Shares 'Gleason'

BRISTOL-MYERS Co., New York (Ipana tooth paste), will become a participating sponsor of the *Jackie Gleason Show* effective Saturday, Jan. 3, on CBS-TV, 8-9 p.m. Doherty, Clifford, Steers & Shenfield, New York, is the agency. Other two sponsors are Schick Inc. and Thos. Leeming & Co. Inc.



STARTS WITH A BANG IN MOBILE ALABAMA WITH 15,000 SETS IN USE

WKAB-TV Channel 48 on the air MID-DECEMBER

Another TV market is *ready*—an eager market, so hungry for primary television service that 15,000 sets were installed before the announced opening date of WKAB-TV! Mobile area dealers are still installing sets as fast as they can get them.

For this worthy audience WKAB-TV's schedule is rapidly filling with top CBS and DuMont shows under interim agreement.

"Availabilities are going fast! Better get in touch with Forjoe right away!"

. . . KABBY

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Offices in: New York, Chicago, Atlanta, Los Angeles, San Francisco

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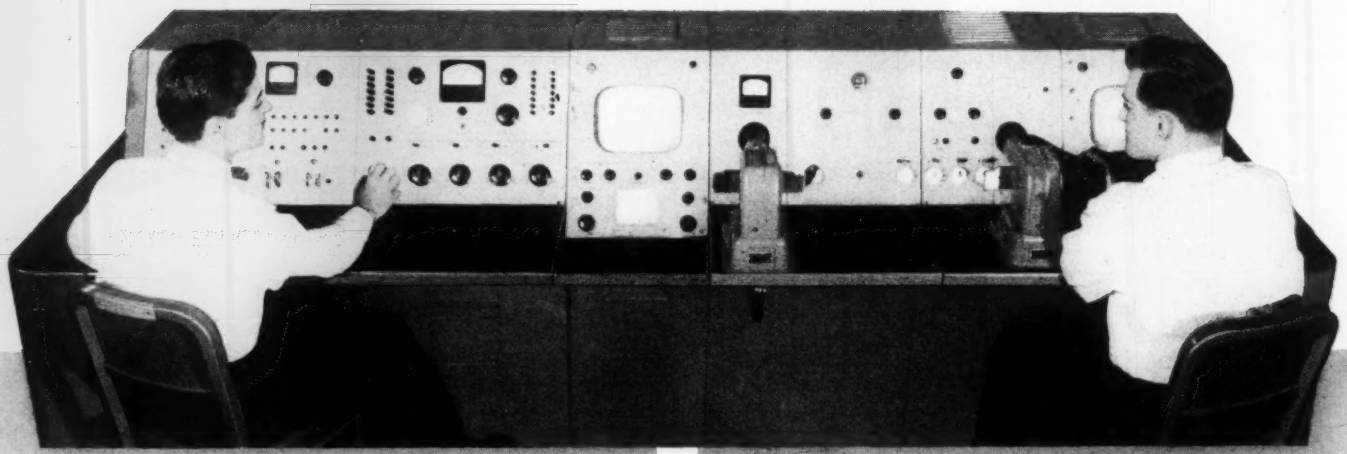
— with only 2 operators!



TRANSMITTER CONTROL CONSOLE

The Transmitter Control Console, supplied with *Federal* VHF and UHF transmitters, includes complete transmitter supervisory control, *plus* these two important advantages:

(1) A two-channel video switcher (for the Poly-Efex Scanner output and network feed, in the case illustrated.)

(2) A four-channel audio switcher that may be preset and switched simultaneously with the video.

This means that the operator can perform transmitter supervision, audio/video switching and—most important—still have sufficient free time available for changing film reels and loading turntables.

POLY-EFEX SCANNER

The Poly-Efex Scanner, including two self-contained high-quality slide sources, a four-channel video switcher and a special effects section, is the *"Master Control"* of the small station.

The scanner operator can insert slide information, switch programs (either fades or lap dissolves—automatically or manually), check resolution and set levels, *plus* insert and control numerous special effects, superpositions, montages, wipes, and a wide variety of unique presentations heretofore available only with additional specialized equipment.

Slides, film, studio and network—*all* your program sources—can be easily handled by this *two-man team*!

One TV package from *Federal*

has everything you need for the finest Station and Studio facilities . . . including Mobile Units and Microwave Radio Relay Links

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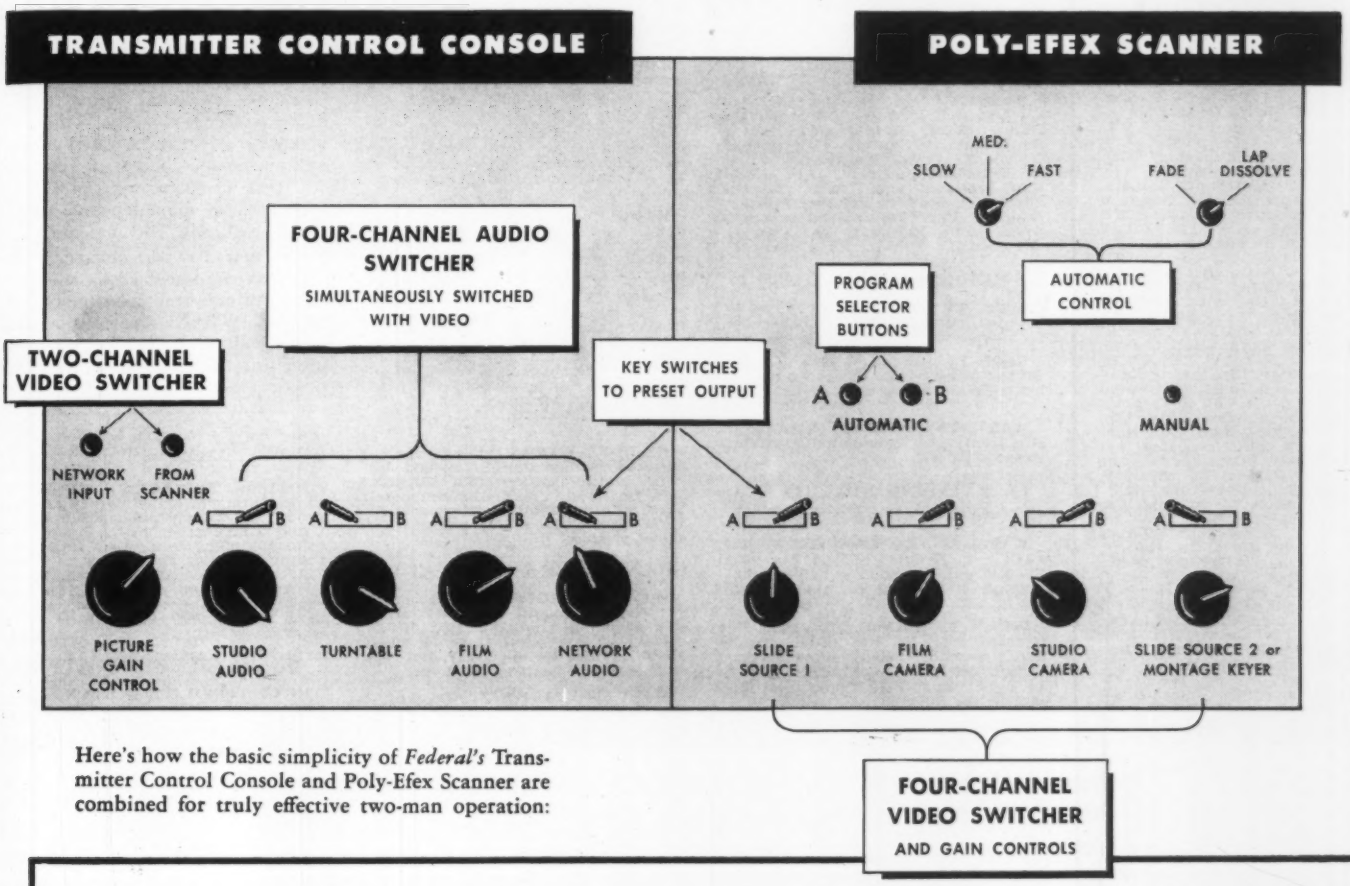
XUM

for complete station control *plus*

Through its unique method of grouping programming functions, *Federal* has brought a new concept to television station operation. The MOST advanced, MOST flexible, and MOST effective programming techniques are possible...with only two operators...for either VHF or UHF stations.



Here's how the basic simplicity of *Federal's* Transmitter Control Console and Poly-Efex Scanner are combined for truly effective two-man operation:

Let *Federal* point the way to profitable station operation with equipment designed for *maximum* operational advantages and *minimum* operating staff. This versatile equipment can continue to serve as the heart of your TV station as it expands to meet the needs of future growth. In conjunction with other matching *Federal* units, facilities may be made available for handling even the largest number of programming sources.

Your nearest Graybar sales office will be glad to provide you with complete information.

TV Grants and Applications

(Continued from page 62)

Diehm (25%) Vice President **Hilda M. Deisroth** (25%), Vice President **E. H. Witney** (25%) and Treasurer **George M. Chisnell.** [For application, see TV APPLICATIONS, B•T, Aug. 25.] City priority status: Gr. A-2, No. 129.

SAN ANGELO, Tex. — KGKL Inc. (KGKL). Granted vhf Ch. 3 (60-66 mc); ERP 6.4 kw visual, 3.2 kw aural; antenna height above average terrain 440 ft., above ground 473 ft. Engineering conditions. Estimated construction cost $142,145, first year operating cost $240,000, revenue $250,000. Post office address P. O. Box 850, San Angelo, Tex. Studio and transmitter location at intersection of Texas Ave. and Santa Fe Railroad, at site of KGKL (AM). Geographic coordinates 31° 29′ 36.5″ N. Lat., 100° 24′ 56″ W. Long. Transmitter and antenna RCA. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **H. C. Ragsdale** (5%), Vice President **Houston Harte** (25.25%), Vice President **Herbery Taylor** (7.875%), Secretary-Treasurer **Lewis O. Seibert** (10%), **Ed Harte** (26.75%) **Houston Harriman Harte** (16.75%) and seven others with less than 2.5% interest each. [For application, see TV APPLICATIONS, B•T, Dec. 1.] City priority status: Gr. A-2, No. 77.

WICHITA FALLS, Tex. — Wichtex Radio Television Co. (KFDX). Granted vhf Ch. 3 (60-66 mc); ERP 60 kw visual, 36 kw aural; antenna height above average terrain 500 ft., above ground 549.5 ft. Engineering conditions. Estimated construction cost $308,493, first year operating cost $120,000, revenue $150,000. Post office address 801 Scott St., City National Bank Bldg., Wichita Falls. Studio and transmitter location. State Route 30 and Old Seymour Road. Geographic coordinates 33° 53′ 22″ N. Lat., 98° 33′ 23″ W. Long. Transmitter and antenna RCA. Legal counsel Abe Herman, Fort Worth, Tex. Consulting engineer George C. Davis, Washington. Principals include President **Darrold A. Cannan** (59.95%), Vice President **W. P. Hood** (3.33%), Vice President **Howard H. Fry** (6%), Secretary-Treasurer **M. Kuhfuss** (2.33%), **Darrold A. Cannan Jr.** (12%), **John Adams** (3.67%), **Mott Johnson** (3.33%) and **John White** (1.67%). [For application, see TV APPLICATIONS, B•T, June 30.] City priority status: Gr. A-2, No. 56.

DANVILLE, Va. — Piedmont Bcstg. Corp. (WBTM). Granted uhf Ch. 24 (530-536 mc); ERP 225 kw visual, 120 kw aural; antenna height above average terrain 650 ft., above ground 273 ft. Engineering conditions. Estimated construction cost $234,438, first year operating cost $100,000, revenue $135,000. Post office address Hotel Danville, Danville. Studio and transmitter location atop White Oak Mtn., 10 mi. North of Danville. Geographic coordinates 36° 44′ 28″ N. Lat., 79° 23′ 05″ W. Long. Transmitter RCA, antenna RCA. Legal counsel John Midlin, Washington. Consulting engineer George C. Davis, Washington. Principals include President **L. N. Dibrell,** Vice President and General Manager **Edward G. Gardner** and Vice President **James W. Ray.** [For application, see TV APPLICATIONS, B•T, July 28.] City priority status: Gr. A-2, No. 130.

TV CALL LETTERS

FCC assigned the following call letters to TV station permittees:

WALA-TV Mobile, Ala. (Pape Bcstg. Co., vhf Ch. 10, TV GRANTS, B•T, Dec. 1); **KOPO-TV Tucson, Ariz.** (Old Pueblo Bcstg. Co., vhf Ch. 13, TV GRANTS, B•T, Nov. 17); **KFSA-TV Fort Smith, Ark.** (Southwestern Publishing Co., uhf Ch. 22, TV GRANTS, B•T, Nov. 13); **KEYT (TV) Santa Barbara, Calif.** (Santa Barbara Bcstg. & Television Corp., vhf Ch. 3, TV GRANTS, B•T, Nov. 17); **KKTV (TV) Colorado Springs, Col.** (TV Colorado Inc., vhf Ch. 11, TV GRANTS, B•T, Dec. 1); **KRDO-TV Colorado Springs, Col.** (Pikes Peak Bcstg. Co., vhf Ch. 13, TV GRANTS, B•T, Nov. 24); **WTVI (TV) Belleville, Ill.** (Signal Hill Telecasting Corp., uhf Ch. 54, TV GRANTS, B•T, Nov 24); **WTVP (TV) Decatur, Ill.** (Prairie Television Co., uhf Ch. 17, TV GRANTS, B•T, Nov. 24); **KVTV (TV) Sioux City, Iowa** (Cowles Bcstg. Co., vhf Ch. 9, TV GRANTS, B•T, Nov. 24); **WEHT (TV) Henderson, Ky.** (Ohio Valley Television Co., uhf Ch. 50, TV GRANTS, B•T, Nov. 24); **WKLO-TV Louisville, Ky.** (Mid-America Bcstg. Corp., uhf Ch. 21, TV GRANTS, B•T, Dec. 1); **KNOE-TV Monroe, La.** (James A. Noe, vhf Ch. 8, TV GRANTS, B•T, Dec. 8); **WBCK-TV Battle Creek, Mich.** (Michigan Bcstg. Co., uhf Ch. 58, TV GRANTS, B•T, Nov. 24); **WTAC-TV Flint, Mich.** (Trendle-Campbell Bcstg. Corp., uhf Ch. 16, TV GRANTS, B•T, Nov. 24); **WIBM-TV Jackson, Mich.** (WIBM Inc., uhf Ch. 48, TV GRANTS, B•T, Nov. 24); **WKMI-TV Kalamazoo, Mich.** (Howard D. Steere, uhf Ch. 36, TV GRANTS, B•T, Dec. 1); **WEOK-TV Poughkeepsie, N. Y.** (Mid-Hudson Bcstrs. Inc., uhf Ch. 21, TV GRANTS, B•T, Dec. 1); **WCOG-TV Greensboro, N. C.** (Inter-City Advertising Co., uhf Ch. 57, TV GRANTS, B•T, Nov. 24); **WONE-TV Dayton, Ohio** (Skyland Bcstg. Corp., uhf Ch. 22, TV GRANTS, B•T, Dec. 1); **WIMA-TV Lima, Ohio** (Northwestern Ohio Bcstg. Corp., uhf Ch. 35, TV GRANTS, B•T, Dec. 8); **WLOK-TV Lima, Ohio** (WLOK Inc., uhf Ch. 73, TV GRANTS, B•T, Nov. 24); **WIP-TV Philadelphia, Pa.** (Pennsylvania Bcstg. Co., uhf Ch. 29, TV GRANTS, B•T, Dec. 1); **KELO-TV Sioux Falls, S. D.** (Midcontinent Bcstg. Co., vhf Ch. 11, TV GRANTS, B•T, Nov. 24); **KBMT (TV) Beaumont, Tex.** (Television Bcstrs., uhf Ch. 31, TV GRANTS, B•T, Dec. 8); **KGUL-TV Galveston, Tex.** (Gulf Television Co., vhf Ch. 11, TV GRANTS, B•T, Nov. 24); **KTXL-TV San Angelo, Tex.** (Westex Television Co., vhf Ch. 8, TV GRANTS, B•T, Dec. 1); **KIMA-TV Yakima,** Wash. (Cascade Bcstg. Co., uhf Ch. 29, TV GRANTS, B•T, Dec. 8); **KIT-TV Yakima, Wash.** (KIT Inc., uhf Ch. 23, TV GRANTS, B•T, Dec. 8), and **WOSH-TV Oshkosh, Wis.** (Oshkosh Bcstg. Co., uhf Ch. 48, TV GRANTS, B•T, Dec. 1).

CHANGES GRANTED

WFPG-TV ATLANTIC CITY, N. J.— Granted authority to commence Dec. 13, 1952, with commercial operation.

KFOR-TV LINCOLN, Neb.—Granted ERP of 59 kw visual, 29.5 kw aural, antenna height above average terrain 290 ft.

WATV (TV) NEWARK, N. J.—Granted extension of completion date (pre-freeze station).

EXISTING STATIONS GROUP D CHANGES

WMBR-TV JACKSONVILLE, Fla., vhf Ch. 4. Granted ERP 100 kw visual, 60 kw aural; antenna height above average terrain 440 ft., above ground 473 ft.

WTVJ (TV) MIAMI, Fla., vhf Ch. 4. Granted ERP 100 kw visual, 100 kw aural, antenna height above average terrain 500 ft. (Aural ERP may be 150% of visual ERP under Sec. 3.682 [10] [b] of Rules.)

WDSU-TV NEW ORLEANS, La., vhf Ch. 6. Granted ERP 100 kw visual, 50 kw aural, antenna height above average terrain 390 ft.

WDAF-TV KANSAS CITY, Mo., vhf Ch. 4. Granted ERP 100 kw visual, 50 kw aural, antenna height above average terrain 750 ft.

KSD-TV ST. LOUIS, Mo., vhf Ch. 5. Granted ERP 100 kw visual, 60 kw aural, antenna height above average terrain 510 ft.

WKTV (TV) ROME, N. Y., vhf Ch. 13. Granted ERP 220 kw visual, 120 kw aural, antenna height above average terrain 790 ft.

WKY-TV OKLAHOMA CITY, Okla., vhf Ch. 4. Granted ERP 100 kw visual, 60 kw aural, antenna height above average terrain 930 ft.

WTVR (TV) RICHMOND, Va., vhf Ch. 6. Granted ERP 100 kw visual, 50 kw aural antenna height above average terrain 840 ft.

GRANTED SPECIAL AUTHORIZATION

WSBT-TV SOUTH BEND, Ind., uhf Ch. 34. Granted special temporary authorization to operate with transmitter output power of 1 kw visual, 0.6 kw aural, with waiver of Sec. 3.687 of Rules (transmitters and associated equipment technical standards), from Dec. 15 to April 28, 1953.

WBZ-TV BOSTON, Mass., vhf Ch. 4 [prefreeze station]. Granted special temporary authorization to operate with transmitter output power of 5 kw visual, 2.5 kw aural.

WOW-TV OMAHA, Neb. — Granted special temporary authority to operate with 5 kw visual output and 2.5 kw aural output until June 1 (pre-freeze station).

WFPG-TV ATLANTIC CITY, N. J., uhf Ch. 46. Granted special temporary authorization to operate on commercial basis in accordance with construction permit from Dec. 13 to May 13, 1953.

WATV-TV NEWARK, N. J.—Granted special temporary authority to operate in accordance with West Orange, N. J., transmitter site, and also granted modification of special temporary authorization to operate with 5 kw visual output and 2.5 kw aural output (DuMont transmitter), beginning Jan. 8, 1952, and ending April 30, 1952 (pre-freeze station).

KROD-TV EL PASO, Tex., vhf Ch. 4. Granted modification of special temporary authorization [TV GRANTS, B•T, Dec. 8] to operate on commercial basis with transmitter output power of 500 w visual, 250 w aural; antenna 20 ft. above ground.

GRANTED CP MODIFICATIONS

WTVO (TV) ROCKFORD, Ill., uhf Ch. 39. Granted modification of construction permit to change ERP to 15.5 kw visual, 8.5 kw aural, antenna height above average terrain 660 ft. and slight change in transmitter location.

WJTV (TV) JACKSON, Miss., uhf Ch. 25. Granted modification of construction permit to change ERP to 180 kw visual, 98 kw aural, antenna height above average terrain 720 ft.

WBEN-TV BUFFALO, N. Y., vhf Ch. 4 [prefreeze station]. Granted modification of construction permit to change ERP to 54 kw visual, 27 kw aural (from 0.88 kw visual, 0.44 kw aural).

CORRECTION

WBCK-TV BATTLE CREEK, Mich.— Michigan Bcstg. Co. (WBCK). Granted uhf Ch. 58 (734-740 mc); ERP 18.5 kw visual, 9.3 kw aural; antenna height above average terrain 580 ft., above ground 500 ft. Engineering condition. Estimated construction cost $161,000, first year operating cost $120,000, revenue $135,000. Post office address 402 Security National Bank Bldg., Battle Creek, Mich. Studio location 402 Security National Bank Bldg. Transmitter location 0.75 mi. north of M-96 on 44th St., Augusta, Mich. Geographic coordinates 42° 21′ 25″ N. Lat., 85° 20′ 15″ W. Long. Transmitter and antenna RCA. Principals include President Robert H. Holmes (50%) and Secretary-Treasurer David N. Holmes (50%). City priority status: Gr. B-1, No. 15. [In TV GRANTS, B•T, Nov. 24, incorrect transmitter location was indicated. Above is the correct location, as published in AMENDED TV APPLICATIONS, B•T, Nov. 17.]

WTVR (TV) President Havens breaks ground for station's new antenna tower. ➤

WTVR INCREASE

Work Underway on Facilities

PLANS to complete a new tower and antenna and install new transmitting equipment by next spring or summer were announced last week by Wilbur M. Havens, president and general manager of WTVR (TV) Richmond, Va., which has been granted a maximum ERP increase to 100 kw visual and 50 kw aural [AT DEADLINE, Dec. 15].

Mr. Havens said the new antenna, to be 840 ft. above average terrain, will be 1,049 ft. above sea level and said it will be the largest self-supporting antenna of its type in the country. The FCC power increase grant goes into effect when WTVR's tower and transmitter is completed, Mr. Havens said.

He said TV viewers 30 to 40 miles away may receive high-quality pictures with no outside antenna.

Mr. Havens said work on the tower's foundation is one-third completed and will include 1,428,912 pounds of concrete, nine tons of anchor bolts and a 10,400-pound antenna pole. The entire assembly will rest on 80 concrete piles each 16 inches in diameter and driven to bed rock, Mr. Havens said.

The new TV transmitter, which Mr. Havens described as the most powerful manufactured today, will replace WTVR's present transmitting plant and the latter will be used for auxiliary standby purposes.

WOR-TV NEW YORK CITY—Granted in part special temporary authorization to operate with ERP 88 kw visual (increase from 22 kw visual) from midnight to 6 a.m. for period ending Feb. 10, 1952. [This is official FCC correction, released Dec. 18, referring to earlier notice of STA published in TV GRANTS, B•T, Dec. 15. The date, Feb. 15, *1952*, evidently is still in error.]

SEEKS CP MODIFICATION

KRTV (TV) LITTLE ROCK, Ark.— Little Rock Telecasters, uhf Ch. 17 (488-494 mc); ERP 22.15 kw visual, 10.43 kw aural; change antenna height above average terrain to 469 ft., above ground to 387 ft. Change studio and transmitter location to 620 Beech St., 1.2 mi. east of site originally proposed. Geographic coordinates, 34° 45′ 26″ N. Lat., 92° 19′ 29″ W. Long.

SEEKS LICENSE MODIFICATION

WNHC-TV NEW HAVEN, Conn.—The Elm City Bcstg. Corp. Change to vhf Ch. 8 (180-186 mc); ERP 316.2 kw visual, 158.48 kw aural; antenna height above average terrain 712 ft., above ground 330 ft. Estimated cost of change $389,536, first year operating cost $1,330,000, revenue 2,000,000. Studio location 1110 Chapel St., New Haven, Conn. Transmitter location atop Graylord Mtn. Geographic coordinates 41° 26′ 05″ N. Lat., 72° 56′ 42″ W. Long. [Seeks change from vhf Ch. 6 (82-88 mc), from ERP 1.82 kw visual.]

NEW APPLICATIONS

Listed by States

SAN FRANCISCO, Calif.—Lawrence A. Harvey, uhf Ch. 20 (506-512 mc); ERP 94.4 kw visual, 50.8 kw aural; antenna height above average terrain 1,045 ft., above ground 370 ft. Esti-

(Continued on page 72)

Congratulations

WSLS-TV

ROANOKE, VA.

Another Post-Freeze TV Station

—all RCA-equipped

RCA **RADIO CORPORATION of AMERICA**
ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

TV Grants & Applications

(Continued from page 70)

mated construction cost $336,900, first year operating cost $275,000, revenue $300,000. Post office address 19200 South Western Ave., Torrance, Calif. Studio location to be determined. Transmitter location 1 La Avenzada St., Mt. Sutro, at site of KGO-TV transmitter. Geographic coordinates 37° 45′ 23″ N. Lat., 122° 27′ 26″ W. Long. Transmitter and antenna RCA. Legal counsel Prichard & Brenner, Beverly Hills, Calif. Consulting engineer Western Television Consultants, Pasadena. Sole owner of applicant is **Lawrence A. Harvey,** applicant for new TV stations in Los Angeles, Calif., and Salem, Ore. City priority status: Gr. B-5, No. 212.

MIAMI, Fla.—Mel Foster and Harold Hoersch, vhf Ch. 7 (174-180 mc); ERP 100.7 kw visual, 50.4 kw aural; antenna height above average terrain 704 ft. Estimated construction cost $387,750, first year operating cost $600,000, revenue $800,000. Post office address 316 Brady St., Davenport, Iowa. Studio location to be determined. Transmitter location 1 mile SE of Goulds, 1 mile east of U. S. 1. Geographic coordinates 25° 32′ 56″ N. Lat., 80° 22′ 44″ W. Long. Transmitter and antenna RCA. Legal counsel Philip M. Baker, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include equal (50%) partners **Mel Foster**, president, treasurer and 82% owner of Mel Foster Inc. of Iowa and Mel Foster Inc. of Illinois (realtors, FHA mortgage correspondents), and with interest in various real estate firms, and **Harold Hoersch,** Davenport (Iowa) attorney, with interest in various real estate firms. Messrs. Foster and Hoersch also are seeking new TV station in Davenport, Iowa [TV APPLICATIONS, B-T, Dec. 15]. City priority status: Gr. B-4, No. 193.

MIAMI, Fla.—Jack C. Stein, vhf Ch. 7 (174-180 mc); ERP 316 kw visual, 158.5 kw aural; antenna height above average terrain 1,044 ft., above ground 1,073 ft. Estimated construction cost $856,000, first year operating cost $800,000, revenue $800,000. Post office address 9410 Broadview Drive, Bay Harbor Island, Miami Beach, Fla. Studio location to be determined. Transmitter location junction of U. S. 27 and Florida 84, Broward County. Geographic coordinates 26° 08′ 18″ N. Lat., 80° 25′ 47″ W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer John C. Creutz, Washington. Sole owner of applicant is **Jack C. Stein,** wholesale liquor dealer and owner of printing firm in Atlanta, Ga. City priority status: Gr. B-4, No. 193.

BELLEVILLE, Ill. — Belleville Bcstg. Co. (WIBV), uhf Ch. 42 (638-644 mc); ERP 3.62 kw visual, 1.97 kw aural; antenna height above average terrain 202 ft., above ground 168 ft. Estimated construction cost $88,805, first year operating cost $168,000, revenue $180,000. Post office address 2100 West Main St., Belleville, Ill. Studio and transmitter location 2100 West Main. Geographic coordinates 38° 31′ 10″ N. Lat., 90° 00′ 24″ W. Long. Transmitter and ant. GE. Consulting engineer Fred O. Grimwood & Co., St. Louis. Principals include President and Treasurer **John W. Lewis Jr.** (33.25%), Vice President **Marshall True** (33.25%), Vice President **Marvin M. Mollring** (33.25%) and Secretary **Clarence J. Keller** (0.25%). City priority status: Gr. B-1, No. 23.

ALEXANDRIA, La.—Barnet Brezner, uhf Ch. 62 (758-764 mc); ERP 21 kw visual, 11.43 kw aural; antenna height above average terrain 644 ft., above ground 620 ft. Estimated construction cost $178,584, first year operating cost $137,540, revenue $180,000. Post office address 2833 Lee St., Alexandria, La. Studio location Fourth and Marsh Streets. Transmitter location 4.5 mi. NE of Alexandria. Geographic coordinates 31° 21′ 18″ N. Lat., 92° 23′ 09″ W. Long. Transmitter and antenna RCA. Legal counsel John P. Hearne, Hollywood. Consulting engineer Harry R. Lubcke, Hollywood. Sole owner of applicant is **Barnet Brezner,** Alexandria (La.) general contractor, and 50% owner of Red River Construction Co. (general contractors), Shreveport, La. City priority status: Gr. A-2, No. 131.

BILLINGS, Mont. — Billings Television Co., vhf Ch. 2 (54-60* mc); ERP 15.81 kw visual, 9.48 kw aural; antenna height above average terrain 423 ft., above ground 199 ft. Estimated construction cost $198,442, first year operating cost $159,800, revenue $171,000. Post office address P. O. Box 431, Pocatello, Idaho. Studio and transmitter location Coburn Hill Road. 2 mi. SE (airline) from center of Billings. Geographic coordinates 45° 45′ 50″ N. Lat., 108° 27′ 44″ W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Russell P. May, Washington. Principals include **Robert S. Howard** (70%), president of Western Publishing Co. (newspaper publisher), The Dalles, Ore., Cache Valley Newspaper Co., Logan, Utah, Tribune Journal Co., Pocatello, Idaho, Inter Lake Publishing Co., Kalispell, Mont., vice president of KJRL Pocatello, and president and 50% owner of Pocatello Television Co., applicant for new TV station in Pocatello (application not yet filed); and **Robert G. Hemmingway** (30%), vice president and 24% owner of Idaho Bank & Trust Co., Pocatello, president of Commercial Securities Bank, Ogden, Utah, and vice president of Mutual Supply Co. (securities), Ogden, Utah. City priority status: Gr. A-2, No. 152.

BILLINGS, Mont.—The Montana Network (KOOK), vhf Ch. 2 (54-60 mc); ERP 17.4 kw visual, 8.71 kw aural; antenna height above average terrain 471 ft., above ground 124 ft. Estimated construction cost $113,485, first year operating cost $105,050, revenue $137,000. Post office address 7002 South Billings Blvd., Billings, Mont. Studio and transmitter location 2 mi. ESE of downtown Billings on Cobern Road. Geographic coordinates 45° 46′ 18″ N. Lat., 108° 28′ 00″ W. Long. Transmitter composite, antenna RCA. Legal counsel John H. Midlen, Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include President **C. L. Crist** (46.8%), Vice President **J. Carter Johnson** (42.9%), Consulting engineer and Secretary-Treasurer **Melvin N. Hoinoss** (2.5%). City priority status: Gr. A-2, No. 152.

WHITE OAK BOROUGH, Versailles Twshp. (near Irwin, Pa.) — Allegheny Bcstg. Corp. (KQV), vhf Ch. 4 (66-72 mc); ERP 100 kw visual, 50.1 kw aural; antenna height above average terrain 485 ft., above ground 290 ft. Estimated construction cost $1,368,561, first year operating cost $1,200,000, revenue $1,800,000. Post office address 2812 Grant Bldg., Pittsburgh 19, Pa. Studio and transmitter location off Foster Road near WEDO. Geographic coordinates 41° 20′ 45″ N. Lat., 79° 49′ 00″ W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Earl F. Reed** (8%), attorney with Thorp, Reed & Armstrong; Vice President **Irwin D. Wolf** (10%), executive vice president May Dept. Store Co., Kaufman Div., and Secretary-Treasurer **Lee W. Eckels** (0.5%), attorney with Thorp, Reed & Armstrong. Messrs. Reed & Wolf and trustees voting 45.6% of stock in applicant owned by **Columbia Bcstg. System.** City priority status: Gr. B-4, No. 180.

MEMPHIS, Tenn.—J. Frank Gallaher, Loren M. Berry and Ronald B. Woodyard, uhf Ch. 42 (638-644 mc); ERP 190.334 kw visual, 99.977 kw aural; antenna height above average terrain 376 ft., above ground 420 ft. Estimated construction cost $239,641, first year operating cost $146,425, revenue $388,000. Post office address 5 Jefferson St., Dayton, Ohio. Studio location to be determined. Transmitter location at corner of Nubert and University Streets. Geographic coordinates 35° 10′ 04″ N. Lat., 89° 59′ 38″ W. Long. Transmitter and antenna GE. Legal counsel Harry J. Daly, Washington. Consulting engineer John H. Mullaney, Washington. Principals include equal (⅓) partners **J. Frank Gallaher, Loren M. Berry** and **Ronald B. Woodyard,** who have interest in WONE-TV Dayton, Ohio, and are applicants for new TV stations in Pittsburgh, Pa., and Lansing, Mich. City priority status: Gr. B-4, No. 188.

OGDEN, Utah — Interstate Bcstg. Corp., vhf Ch. 9 (186-192 mc); ERP 10.83 kw visual, 5.416 kw aural; antenna height above average terrain 407 ft., above ground 387 ft. Estimated construction cost $181,341, first year operating cost $198,000, revenue $210,000. Post Office address Ben Lomond Hotel, Ogden. Studio and transmitter location 2557 Ogden Ave. Geographic coordinates 41° 13′ 24″ N. Lat., 111° 57′ 50″ W. Long Transmitter and antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer George E. Gautney, Washington. Principals include President **Edris A. Glasman** (1.38%), Vice President **Edris Joyce Glasman** (2.63%), Treasurer and General Manager **A. L. Glasman** (64.71%), publisher and 25% owner of *Ogden Standard-Examiner,* which is 40% owner of KMON Great Falls, Mont., and 14 other minority stockholders. City priority status: Gr. B-5, No. 203.

RICHMOND, Va. — Dixie Television Corp., uhf Ch. 29 (560-566 mc); ERP 18.6 kw visual, 10 kw aural; antenna height above average terrain 462 ft., above ground 446 ft. Estimated construction cost $217,000, first year operating cost $220,300, revenue $300,000. Post Office address Travelers Bldg., Richmond, Va. Studio and transmitter location at corner of Virginia and Savannah Avenues. Geographic coordinates 37° 34′ 49″ N. Lat., 77° 24′ 51″ W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include Vice President **Don Becker** (less than 3% Class A stock), independent radio-television writer-producer and from 1937 to 1944 vice president in charge of programming for American Bcstg. Co.; Treasurer **Dudley George II** (3% Class A stock), 10% owner of Richmond Guano Co. (manufacturers of commercial fertilizer); Secretary **George E. Haw** (less than 3% Class A stock); **Jack N. Berkman** (10% of Class AA stock), Steubenville, Ohio, attorney, president and 10.25% owner of WSTV Steubenville and applicant for television there, chairman of the board and 13.32% owner of WPIT Pittsburgh, president and 9.05% owner of WBMS Boston, chairman of the board and 10% owner of WFPG-AM-TV Atlantic City, N. J.; **John J. Laux** (10% of Class AA stock), executive vice president and 5.13% owner of WSTV, president and 9.56% owner of WPIT, secretary-treasurer and 4.28% of WBMS and secretary and 10% owner of WFPG-AM-TV; **Louis Berkman** (10% of Class AA stock), 1st vice president and 10.25% owner of WSTV, executive vice president and 16.26% of WPIT, vice president and 9.52% owner of WBMS, vice president and 10% owner of WFPG; **Richard Teitlebaum** (10% of Class AA stock), treasurer, assistant secretary and 10.25% owner of WSTV, treasurer and 14.62% owner of WPIT, 4.8% owner of WBMS, and treasurer of WFPG, and **Fred Weber** (10% of Class AA stock), executive vice president of WBMS, president and 30% owner of WFPG and vice president of WHTN Huntington, W. Va. City priority status: Gr. B-4, No. 274.

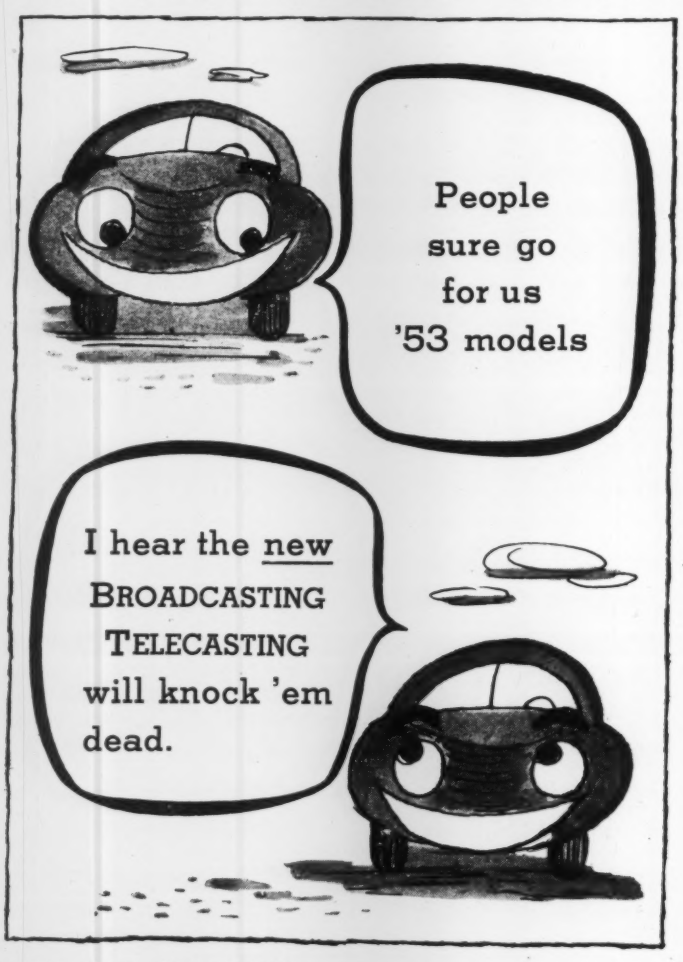
MONTPELIER, Vt.—Colonial Television Inc., vhf Ch. 3 (60-66 mc); ERP 6.76 kw visual, 3.18 kw aural; antenna height above average terrain 817 ft., above ground 449 ft. Estimated construction cost $113,150, first year operating cost $150,000, revenue $150,000. Post Office address % George Agel Main St., Burlington, Vt. Studio and transmitter location North St. Extension, 3.8 mi. north of business district of Montpelier. Geographic coordinates 44° 18′ 40″ N. Lat., 72° 32′ 52″ W. Long. Transmitter and antenna RCA. Legal counsel Abraham Belilove, Providence, R. I. Consulting engineer J. Gordon Keyworth, Williamston, Mass. Principals include President and Treasurer **George Agel,** Burlington (Vt). attorney, and Clerk **Shirley Agel,** no business interests, who own 50% of stock jointly, and Vice President **Frank Wool,** general contractor and roofer, who owns 50% of stock. City priority status: Gr. A-2, No. 604.

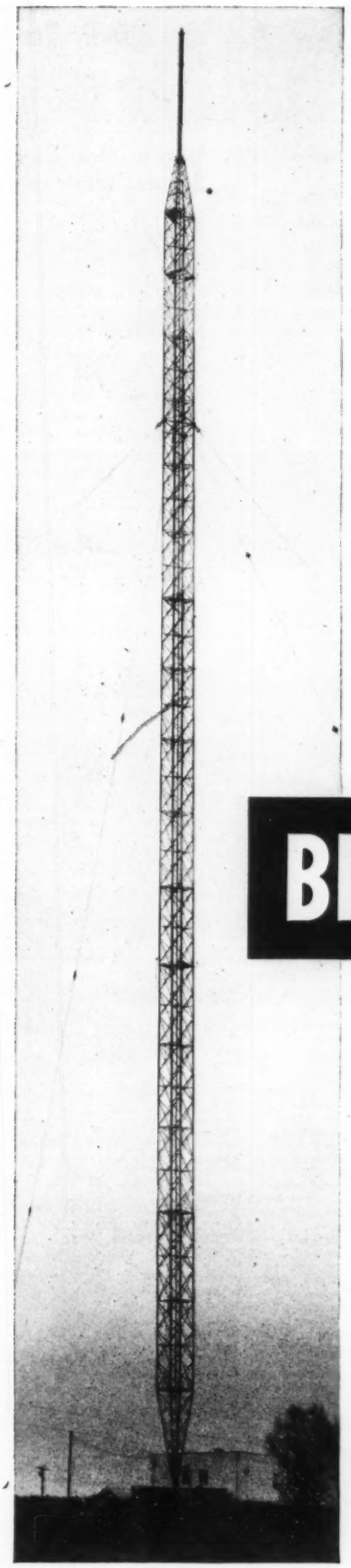
BECKLEY, W. Va.—Daily Telegraph Printing Co. (WHIS), vhf Ch. 6 (82-88 mc); ERP 61.419 kw visual, 34.998 kw aural; antenna height above average terrain 460 ft., above ground 270 ft., Estimated construction cost $226,000, first year operating cost $120,000, revenue $120,000. Post Office address 623 Commerce St., Bluefield, W. Va. Studio and transmitter location 305 Reservoir Road. Geographic coordinates 37° 46′ 54.5″ N. Lat., 81° 11′ 44″ W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer John H. Mullaney, Washington. Principals include President **H. I. Shott** (29.2%), Vice President **Jim I. Shott** (23.48%), Vice President **Hugh I. Shott** (23.6%) and **Mrs. Lillian S. Brant** (23.36%). City priority status: Gr. A-2, No. 274.

MADISON, Wis.—Badger Bcstg. Co., vhf Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 753 ft., above ground 750 ft. Estimated construction cost $545,773, first year operating cost $240,000, revenue $240,000. Post office address 3800 Regent St., Madison, Wis. Studio location 3800 Regent St. Transmitter location Glenway and Regent Streets. Geographic coordinates 43° 04′ 01″ N. Lat., 89° 26′ 18″ W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Principals: **Capital Times Co.** (31.5%) and **Wisconsin State-Journal Co.** (13.5%), (Class A); **William E. Walker** (10%), **Arthur Towell** (9.5%)

(Continued on page 78)

* Application specified 60-66 mc, but that frequency is for vhf Ch. 3 which is not allocated to Billings.





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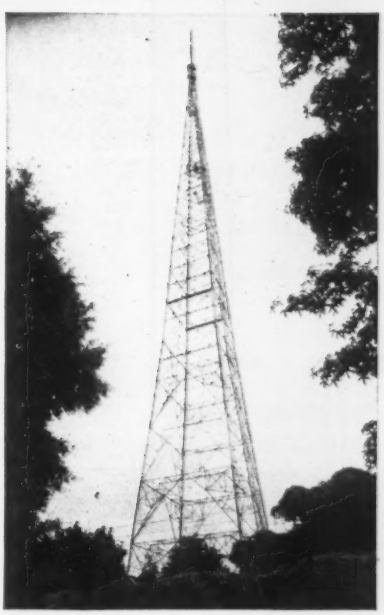

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TV Won't 'Undermine,' Silbert Predicts

(Report 247)

TELEVISION will not undermine radio, movies, phonograph recording, sports or other industries.

That was the prediction made last week by Theodore H. Silbert, president, Standard Factors Corp., which invests "considerable sums" not only in TV manufacturing and sales, but also in radio, the movies and other manufacturing fields.

Mr. Silbert explained that SFC deals in accounts receivable financing, factoring, installment financing. Current financing volume of the company is at the annual rate of $125 million, he added.

In discussing the impact of television on other fields, Mr. Silbert recalled that in the 1930's it was predicted that radio would ruin competing businesses.

"The logic was unassailable, exact and awesome," he said. "Radio would make available the best entertainment and carry its listeners into a land of opulence and romance—and all this, free at the fireside.

"All competing forms of entertainment were written off as finished, and the companies involved in manufacturing musical instruments and pianos, books, sports equipment, movies, phonograph records, etc., were doomed," Mr. Silbert commented.

And what happened? Mr. Silbert asked. Citing data from the Census of Manufacturers, Mr. Silbert pointed out that most of these competing businesses broke sales records. He said that SFC would continue to finance the same businesses, adding, "The stability of these segments of our economy still seems sound to us."

* * *

4 Shows Make Top 15 In 6-City 'Hooperade'

FOUR television programs placed among the top 15 programs in all six cities covered by the "Hooperade of TV Stars" in November, C. E. Hooper Inc. announced last week. They were: *I Love Lucy* (CBS-TV); and the *Groucho Marx Show, Colgate Comedy Hour* with Bob Hope, and *Dragnet* (NBC-TV). *Lucy*, which was rated first in all six cities in October, ranked first in five and second in Los Angeles in the November measurement. The cities are New York, Chicago, Philadelphia, Boston, Detroit and Los Angeles.

Viewer Preferences Stable, Nielsen Finds

LITTLE change in preferences of TV viewers is indicated in October report of A. C. Nielsen Co., which shows variety shows, situation comedies and general drama ranking one - two - three in audience favor, same as in October 1951. Nielsen summer TV-ratings highlight *Mr. Peepers* and *My Little Margie* as summer replacement shows that made good. Former has already won a weekly spot on NBC-TV for Reynolds Metals and *Margie* is returning to CBS-TV in January.

* * *

Top Evening Shows Listed by Trendex

TOP ten Trendex ratings for evening network sponsored TV programs for week of Dec. 1-7, based on one live show during that period, are as follows:

	Program	Rating
1.	I Love Lucy (CBS)	63.1
2.	Godfrey's Talent Scouts (CBS)	48.0
3.	Godfrey's Friends (CBS)	40.7
4.	Dragnet (NBC)	39.1
5.	Comedy Hour (Bob Hope) (NBC)	35.5
6.	Buick Circus Hour (NBC)	35.0
7.	You Bet Your Life (NBC)	33.7
8.	Racket Squad (CBS)	33.0
9.	T-Men In Action (NBC)	32.4
10.	What's My Line? (CBS)	29.9

Weekly Television Summary— December 22, 1952—Telecasting Survey

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	109,771
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Austin	KTBC-TV	12,200
Baltimore	WAAM, WBAL-TV, WMAR-TV	434-807
Binghamton	WNBF-TV	98,500
Birmingham	WAFM-TV, WBRC-TV	122,000
Bloomington	WTTV	194,050
Boston	WBZ-TV, WNAC-TV	966,000
Buffalo	WBEN-TV	305,102
Charlotte	WBTV	268,203
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,258,765
Cincinnati	WCPO-TV, WKRC-TV, WLWT	383,000
Cleveland	WEWS, WNBK, WXEL	694,280
Colorado Springs	KKTV	.....
Columbus	WBNS-TV, WLWC, WTVN	237,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	196,985
Davenport	WOC-TV	156,000
	Quad Cities Include Davenport, Moline, Rock Ise., E. Moline	
Dayton	WHIO-TV, WLWD	253,000
Denver	KFEL-TV KBTV	78,198
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	817,000
Erie	WICU	175,550
Ft. Worth Dallas	WBAP-TV, KRLD-TV, WFAA-TV	196,985
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	141,215
Honolulu	KGMB-TV, KOMA	5,750
Houston	KPRC-TV	211,500
Huntington-Charleston	WSAZ-TV	127,904
Indianapolis	WFBM-TV	292,000
Jacksonville	WMBR-TV	88,900
Johnstown	WJAC-TV	177,301
Kalamazoo	WKZO-TV	241,832
Kansas City	WDAF-TV	253,253
Lancaster	WGAL-TV	177,313
Lansing	WJIM-TV	123,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KTLA, KNXT, KTTV	1,422,981
Louisville	WAVE-TV, WHAS-TV	210,000
Lubbock, Tex.	KDUB-TV	7,000
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300
Memphis	WMCT	168,493
Miami	WTVJ	159,700
Milwaukee	WTMJ-TV	386,021
Minn.-St. Paul	KSTP-TV, WCCO-TV	329,200
Nashville	WSM-TV	90,388
New Haven	WNHC-TV	340,000
New Orleans	WDSU-TV	133,213
New York-Newark	WABD, WBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk-Portsmouth-Newport News	WTAR-TV	147,437
Oklahoma City	WKY-TV	170,801
Omaha	KMTV, WOW-TV	154,876
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,124,585
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	535,000
Portland, Ore.	KPTV	30,734
Providence	WJAR-TV	248,000
Richmond	WTVR	145,954
Roanoke	WSLS-TV	30,700
Rochester	WHAM-TV	164,000
Rock Island	WHBF-TV	156,000
	Quad Cities Include Davenport, Moline, Rock Ise., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	96,750
San Antonio	KEYL, WOAI-TV	115,262
San Diego	KFMB-TV	158,050
San Francisco	KGO-TV, KPIX, KRON-TV	481,000
Schenectady-Albany-Troy	WRGB	244,300
Seattle	KING-TV	211,900
St. Louis	KSD-TV	468,000
Syracuse	WHEN, WSYR-TV	202,556
Toledo	WSPD-TV	209,000
Tulsa	KOTV	134,275
Utica-Rome	WKTV	83,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	405,407
Wilmington	WDEL-TV	126,281

Total Stations on Air 122* Total Markets on Air 71* Total Sets in Use: 19,629,214

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulationn committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

XUM

Speaking of Public Service . . .

Public service to Marylanders is a strong aspect of WMAR-TV programming. Among the many regular telecasts devoted to information and education are:

1—"Your Family Doctor," Thursdays, 7:15 P.M.
2—"Your Child In School," Thursdays, 11 A.M.
3—"Comeback!" Alternate Tuesdays, 6:30 P.M.
4—"The Pastor's Study," Fridays, 11:15 P.M.
5—"The Big Question," with Ed Kassan, Mondays, 7:15 P.M.

***In Maryland, most people watch* WMAR-TV**

SUNPAPERS TELEVISION

CHANNEL 2 ★ BALTIMORE, MD.

***Represented by* THE KATZ AGENCY, INC.** *NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO*
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

10 Uhfs, 3 Vhfs Granted by FCC

(Continued from page 59)

Danville a permit for uhf Ch. 24, the Commission conditioned the authorization upon Mrs. Edna N. Gourley, 0.96% stockholder, disposing of her 0.004% interest in WDVA Danville.

WITH-TV Baltimore, new uhf Ch. 60 grantee, will be an independent outlet according to Thomas G. Tinsley Jr., president and general manager. Project for independent uhf operation in the major market has been worked out by Mr. Tinsley and Jake Embrey, WITH sales manager. No commencement date has been set but negotiations are underway for equipment, he said.

KFDX-TV Wichita Falls, vhf Ch. 3 grantee, hopes to get on the air in 90 days, D. A. Cannan, president and general manager, reported. RCA equipment has been ordered and the tower is on hand. The AM outlet is an ABC affiliate, represented by O. L. Taylor Co.

WAZL Date Not Set

WAZL-TV Hazleton, awarded uhf Ch. 63, has no target date but is negotiating with RCA for equipment, according to Victor C. Diehm, president and general manager. Robert T. Meeker & Assoc., representing the AM station, will also handle national business for the TV outlet, he said. WAZL is affiliated with Mutual and NBC.

WSGN-TV Birmingham, uhf Ch. 42 permittee, has no target date nor equipment at this time but plans will be announced soon, Henry P. Johnson, managing director, reported. WSGN is an ABC outlet.

KGKL-TV San Angelo, vhf Ch. 3, does not have a prospective commencement date at this time but John E. Pearson Co. will be representative, Lewis O. Seibert, general manager, stated. KGKL is Mutual.

Southland Telecasters' new uhf Ch. 25 outlet at Lake Charles hopes to begin operation sometime between April and June, depending upon equipment deliveries, accordin to Tom E. Gibbens, vice president and manager. GE equipment is specified and Adam J. Young Jr. Inc. will be representative, he said. Mr. Gibbens reported that associated WAFB-TV Baton Rouge, uhf Ch. 28 outlet authorized earlier, hopes to commence in January if RCA equipment is delivered in time.

Easton Pub. Co., operator of WEEX (FM) Easton and new uhf Ch. 57 grantee, plans commencement sometime in the spring using DuMont equipment, according to J. L. Stackhouse, president-treasurer.

Chautauqua Broadcasting Corp., uhf Ch. 17 grantee at Buffalo, is hoping for target date of April 1 and expects to have settled negotiations on equipment, network and representative in about 10 days, Sherwin Grossman, president.

Meanwhile, RCA has announced shipment plans for its first factory produced uhf transmitters, all going to new uhf grantees WFPG-TV Atlantic City, WSBT-TV South Bend, Ind., WBRE-TV Wilkes-Barre, Pa., and WSBA-TV York, Pa. (see story page 59).

Reports also have been received from other new grantees concerning commencement plans.

Val Lawrence, general manager of KROD-TV, vhf Ch. 4 grantee in El Paso, Tex., said the station began commercial programming week ago yesterday (Dec. 14) and is operating from 4:20 p.m. to 10:30 p.m. daily. Time sales are "excellent" for the CBS-TV and DuMont affiliated station, he reported.

Richard O. Dunning, president and general manager of KHQ-TV Spokane, vhf Ch. 6 grantee, said that as soon as FCC grants authority for commercial operation, which has already been requested, the station will begin commercial programming with full effective radiated power of 100 kw visual. Operating schedule for the first week or two is not definite, Mr. Dunning said, but he expects to telecast at least three hours of programming a night, or about 20 hours a week. Because Spokane is not an interconnected city, KHQ-TV will use kinescopes of network programs for its first few months of operation.

Ed Craney, KXLY-TV Spokane general manager, said that although there was a chance that the station could have gone on the air with low power, he is going to wait a few extra days and begin operations with effective radiated power of 100 kw visual.

He said RCA shipped a vhf Ch. 13 transmitter instead of one tuned for vhf Ch. 4, so certain modifications had to be made in it. Mr. Craney said no airplanes had been landing in Spokane for five days, but that now the weather outlook was better—even though there is about 12 feet of snow atop Mt. Spokane, KXLY-TV transmitter site.

KXLY-TV has been operating its studio equipment in closed circuit programming from 11 a.m. to 8:30 p.m. daily, he said, so that the staff will be ready to begin immediate operations as soon as the transmitter is ready. He still hopes to be on the air by Dec. 25, but was afraid he might not make that date.

W. O. Pape, president of WALA-TV Mobile, Ala., said delay in getting RCA equipment will prevent the station from going on the air Dec. 20, as originally expected. He said the station may be on the air by Jan. 1, however. Assigned vhf Ch. 10, WALA-TV will be affiliated with ABC-TV and CBS-TV.

Equipment Delay

R. H. Moore, commercial manager for WKAB-TV, uhf Ch. 48 grantee, said equipment delay was going to prevent that Mobile, Ala., station from making its Dec. 15 target date. The first GE uhf antenna was to have been shipped last Friday, Mr. Moore said, and the station should be on the air about Jan. 1.

Karl Wyler, KTSM-TV El Paso, vhf Ch. 9 permittee, said the station will beat its Jan. 1 target date by a week. He expects KTSM-TV will begin programming either Christmas Eve or Dec. 25, even though there have been some delays in getting RCA equipment. Network affiliation will be NBC-TV.

Wallace Dunlap, WICC - TV Bridgeport, Conn., program director, said the station was number one on Federal Telephone and Radio Corp.'s list for uhf transmitters. Mr. Dunlap said the studios and transmitter building are all ready and the uhf Ch. 43 station is completely staffed. He expects to begin telecasting between Jan. 15 and 31.

Dahl W. Mack, part-owner of WTVU (TV) Scranton, Pa., uhf Ch. 73 grantee, said his station was number two on Federal's list and was working for a February or March starting date. He reported that Jan King, former manager of WEAV Plattsburg, N. Y., is general manager of WTVU (TV), and Charles Halle, formerly with WXEL (TV) Cleveland, is chief engineer. Donald Cooke Inc. will be national sales representative, Mr. Mack said.

George Smith, vice president and general manager of KFOR-TV Lincoln, Neb., vhf Ch. 10 permittee, said the station now is aiming for an April 1 starting date. RCA equipment will be used.

WBCK-TV Battle Creek, Mich., new grantee on uhf Ch. 58, is planning commencement target date of August, according to Robert A. Wilbur, chief engineer.

WWLP (TV) Springfield, Mass., uhf Ch. 61, expects to begin telecasting Jan. 15, according to present plans.

KVTV (TV) is call assigned to new Cowles' TV outlet on vhf Ch. 9 at Sioux City, Iowa, and April 1 is proposed starting date, Robert R. Tincher, vice president and general manager of Cowles' WNAX Yankton, S. D., has reported. Katz Agency is to be national representative and the station hopes to affiliate with all four networks with CBS-TV basic, he said.

All equipment has been ordered, Mr. Tincher stated, and the staff should be completed shortly after the first of the year.

Test Pattern Date Named

WLBC-TV Muncie, Ind., uhf Ch. 49 permittee, expects to achieve its predicted March 1 test pattern date, according to President-Treasurer Don Burton. Programming would begin March 8. Walls are almost completed on a 65 ft. extension to the station's present AM studios to accommodate a TV studio.

KCBD-TV Lubbock, Tex., vhf Ch. 11 permittee, which plans commencement in the early spring, has started construction of transmitter and studio facilities at the southern edge of the city, it has been reported by Choc Hutcheson, news director.

WONE-TV Dayton, Ohio, uhf Ch. 22, expects to be on the air by July, Ronald B. Woodyard, president, has reported. Total investment is predicted to run $700,000 to $1 million, including downtown studios.

No target date is set for WTVP (TV) Decatur, Ill., uhf Ch. 17, according to W. L. Shellabarger, president, but delivery of a 1 kw RCA transmitter has been promised for early in the summer.

Similarly, WKLO-TV Louisville has no commencement date at this time but equipment for the uhf Ch. 21 outlet is expected in the spring. Joe Eaton, general manager, reported present radio studios in the Henry Clay Hotel are spacious enough to accommodate TV. WKLO is an ABC basic affiliate.

WDSU-TV New Orleans, prefreeze vhf Ch. 6 outlet which has been newly authorized to increase effective radiated power to full 100

SIGNAL Hill Telecasting Corp., Belleville, Ill., which aims to have its WTVI (TV) on the air May 1, signs contract with Graybar Electric Co. for delivery of more than $250,000 worth of Federal equipment, including a TV transmitter of 220 kw ERP. At signing were (l to r) John P. Lenkerd, manager, Electronic Sales, Graybar; Ted Westcott, Signal Hill vice president in charge of programming; Bernard T. Wilson, president, Signal Hill; C. S. Powell, Graybar district manager, and John Hyatt, Signal Hill vice president for sales. WTVI was granted its construction permit Nov. 20 for uhf Ch. 54.

kw [B•T, Dec. 15], expects to make the change in the spring, it was reported by Edgar B. Stern Jr., president. ERP presently is 31 kw.

KSD-TV St. Louis, vhf Ch. 5, also granted full 100 kw ERP, will involve investment of $150,000, according to George M. Burbach, general manager. Present ERP is 16 kw. New six-bay antenna will replace present three-bay unit on KSD-TV's 500 ft. tower in downtown St. Louis.

Following is the list of mutually-exclusive applications which FCC passed over last week when acting upon the 13 new station grants. Passing over of contested bids is part of the temporary expediting procedure begun Oct. 15. The applications passed over:

GROUP A

Applicant	Location	Channel
Western Maryland Bcstg. Co.	Cumberland, Md.	17
Maryland Radio Corp.	" "	17
Radio Assoc. Inc.	Biloxi, Miss.	13
WLOX Bcstg. Co.	" "	13
Tulsa Bcstg. Co.	Muskogee, Okla.	8
Okla. Press. Pub. Co.	" "	8
Bcstg. Co. of the South	Spartanburg, S. C.	7
Spartan Radiocasting Co.	" "	7
Hagerstown Bcstg. Co.	Hagerstown, Md.	52
United Bcstg. Co. of Western Md.	" "	52
Badger Bcstg. Co.	Eau Claire, Wis.	13
Central Bcstg. Co.	" "	13
Enid Radiophone Co.	Enid, Okla	5
Streets Electronics Inc.	" "	5
Eugene Television Inc.	Eugene, Ore.	13
Lane Bcstg. Co.	" "	13

GROUP B

FM Radio & Television Corp.	San Jose, Calif.	11
San Jose Television Bcstg. Co.	" "	11
Standard Radio & Television Co.	" "	11
Mary Pickford Rogers	Winston-Salem, N.C.	12
Piedmont Publ. Co.	" "	12
Winston-Salem Bcstg. Co.	" "	12
Southside Virginia Bcstg. Co.	Petersburg, Va.	8
Lee Bcstg. Corp.	" "	8
Ashley L. Robinson & Frank E. Hurd	Mesa, Ariz.	12
Harkins Bcstg. Inc.	" "	12
KWK Inc.	St. Louis Mo.	4
Meredith Engineering Co.	" "	4
Columbia Bcstg. System Inc.	" "	4
KXOK Inc.	" "	4
St. Louis Telecast Inc.	" "	11
St. Louis Amusement Co.	" "	11
Lutheran Church-Missouri Synod	" "	30
Empire Coil Co.	" "	30
Broadcast House Inc.	" "	36
Cecil W. Roberts	" "	36
Missouri Bcstg. Co.	" "	42
Belleville Bcstg. Co.	" "	42
Westinghouse Radio Stations Inc.	Pittsburgh	11
WWSW Inc.	"	11
Pittsburgh Radio Supply House Inc.	"	11
WGR Bcstg. Co.	Buffalo-Niagara Falls, N.Y.	2
Niagara Falls Gazette Publ. Co.	" "	2
Buffalo Courier-Express Inc.	" "	7
WKBW Inc.	" "	7
Copper City Bcstg. Co.	" "	7
Frontier Television Inc.	" "	7

'MY HERO' SUIT
Filed by Greene

CHARGING breach of oral contract, suit for $19,000 and costs was filed last Wednesday in Los Angeles Superior Court by Mort Greene, producer, against program packager Don Sharpe, actor Robert Cummings, Mrs. Cummings and the Golden Key Trust. Mr. Greene resigned last week after "a dispute over policy format" as producer on NBC-TV *My Hero* series, which is filmed by Mr. Sharpe and stars Mr. Cummings.

An attachment was filed at the same time against Mr. Sharpe, seeking payment for the remainder of an alleged 48 weeks' work agreement.

Complaint, handled by the law firm of Shacknove & Goldman, claims Mr. Greene was "stripped of his authority" and prevented from carrying out his production duties in connection with filming the series. It further charges that Mr. Greene was made the subject of derision by video critics and viewers, resulting "through no fault of his own" from the programs already telecast.

In his resignation, Mr. Greene accused Mr. Cummings of "rewriting scripts with no concern for budget or characterization."

TV AUXILIARIES
NARTB Asks Rules Delay

FCC was asked Thursday by NARTB to extend for 20 days the deadline for comments on proposed regulations governing TV auxiliary broadcast stations.

NARTB President Harold Fellows said the petition asks time for the association's special TV Engineering Advisory Committee to study field data gathered from broadcasters and manufacturers. Neal McNaughten, NARTB engineering director, has turned the material over to the committee.

Members of the TV committee are Raymond Guy, NBC, chairman; Rodney Chipp, DuMont TV Network; John Leitch, WCAU-TV Philadelphia; J. E. Mathiot, Steinman stations; Carlton G. Nopper, WMAR (TV) Baltimore; Jack R. Poppele, South Orange, N. J.; R. J. Rockwell, Crosley Broadcasting Corp.

McLAUGHLIN NAMED
WICU (TV) General Manager

NAMED general manager of WICU (TV) Erie, Pa., effective Dec. 1, is Ben McLaughlin, who has been acting in that capacity since last May, Edward Lamb, owner of WICU, WIKK that city and the Erie *Dispatch* said last week. Mr. McLaughlin started with the station as an advertising salesman, with rapid promotions carrying him to his present job in three years.

Mr. McLaughlin

Mr. McLaughlin is active in the Erie Advertising Council, Erie Advertising Club and Sales Executives Club.

WSAZ-TV DOES IT AGAIN!

CHANNEL 3
HUNTINGTON, W.VA.

BOZELL & JACOBS, INC. BJ ADVERTISING
ORAMA, CHICAGO, NEW YORK, WASHINGTON, HOUSTON, DALLAS, SAN FRANCISCO, SEATTLE, MINNEAPOLIS, INDIANAPOLIS

December 2, 1952

Mr. Charles W. Dinkins
Promotion Manager, WSAZ-TV
Huntington, W. Virginia

Dear Mr. Dinkins:

Re: Skinner Macaroni Co

Enclosed you will ...

We want to thank you for your fine cooperation on this contest. You will be pleased to know that Maida turned in more recipes than any other station. Will you please pass on our thanks to her for her efforts, and inform her as to the fine job she did.

Cordially yours,
Best Regards & Many Thanks
BOZELL & JACOBS, INC.
Clete Haney
Clete Haney

CH:js
Encl.

MARKET DATA

1951-52	TOTAL AREA
POPULATION:	3,299,300
FAMILIES:	812,000
FOOD SALES:	$479,404,000
DRUG SALES:	$48,506,000
RETAIL SALES:	$1,828,557,000
EFFECTIVE BUYING INCOME:	$2,873,118,000

Source: Sales Management "Survey of Buying Power", May 10, 1952

National Representative
The Katz Agency, Inc.

WSAZ-TV

Member American Association of Advertising Agencies

TV Grants & Applications

(Continued from page 72)

and other businessmen (see story page 64), (Class B). City priority status: Gr. A-2, No. 30.

HONOLULU, T. H.—Territorial Telecasters, vhf Ch. 13 (210-216 mc); ERP 12.13 kw visual, 7.12 kw aural; antenna height above average terrain 793 ft., above ground 437 ft. Estimated construction cost $158,400, first year operating cost $120,000, revenue $150,000. Post Office address P. O. Box 5152, Honolulu. Studio and transmitter location Hawaiian Hills and Pacific Heights Road, adjacent to 3300 Pacific Heights Road. Geographic coordinates 21° 20′ 02″ N. Lat., 157° 50′ 22″ W. Long. Transmitter and antenna RCA. Legal counsel Consulting engineer Frank Fitch. Principals include President **Christmas Early** (12.5%), actress and employe of KHON Honolulu; Vice President **William B. Murphy,** employe of KPOA Honolulu from 1951 to November 1952; **Ada (Mrs. E. L.) Cragen** (41.7%), war surplus equipment sales and wholesale hardware distribution, Honolulu; **Jerry J. Neville** (33.3%), owner of Press Dispatch (trans-oceanic radio communications), and owner of Hawaiian Hills Communications (radio telephone service), both Honolulu, and **Frank W. Fitch Jr.** (12.5%), San Francisco and Honolulu electronics consulting engineer. City priority status not applicable to Hawaiian Islands.

AMENDED APPLICATIONS FILED

CLAYTON, Mo. — The Lutheran Church—Missouri Synod (KFUO), uhf Ch. 30 (566-572 mc); ERP 173.5 kw visual, 90.4 kw aural; antenna height above average terrain 576 ft., above ground 536 ft. Estimated construction cost $590,158, first year operating cost $421,219, no estimated revenue because noncommercial operation is contemplated. Post Office address 210 North Broadway, St. Louis, Mo., or 801 DeMun Ave., Clayton, Mo. Studio and transmitter location 801 DeMun Ave. Geographic coordinates 38° 38′ 20″ N. Lat., 90° 18′ 57″ W. Long. Legal counsel Cummings, Stanley, Truitt & Cross, Washington. [For application, see TV Applications, B•T, July 28.] City priority status: Gr. B-4, No. 179.

FOREST HILLS, Pa. — WCAE Inc. (WCAE), vhf Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 925 ft., above ground 1,000 ft. Post Office address William Penn Hotel, Pittsburgh, Pa. Studio location to be determined. Transmitter location Sutersville-Rillton Road, R. D. #1, Irwin Pa. Geographic coordinates 40° 15′ 55″ N. Lat., 79° 46′ 18″ W. Long. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer A. Earl Cullum, Washington. [For application, see TV Applications, B•T, Aug. 11.] City priority status: Gr. B-4, No. 180.

MILWAUKEE, Wis.—Northwest Television Corp., uhf Ch. 19 (500-506 mc); ERP 186 kw visual, 100 kw aural; antenna height above average terrain 1,112 ft., above ground 1,050 ft. Transmitter and antenna RCA. City priority status: Gr. B-4, No. 182.

PHILLY FANS OPPOSE NCAA PLAN

'Inquirer' Finds 4-1 Want TV Controls Off

(Also see story, page 82)

FOOTBALL fans in the metropolitan Philadelphia area are opposed to the National Collegiate Athletic Assn.'s *Game-of-the-Week* television program four to one, according to results of a two-week symposium conducted by the *Philadelphia Inquirer.*

Results of the *Inquirer* search into readers' viewpoints on telecasting of college football games were made known last week. The DuMont Television Network, which has voiced strong opposition to NCAA's limited college football TV program [B•T, Nov. 24, et seq.] also circulated excerpts from the study. At the same time, the Chicago *Herald-American* announced it is beginning a balloting among readers to ascertain their opinions.

Leo Riordan, executive sports editor of the *Inquirer,* commented in his newspaper that "nearly 80% of our readers are opposed to centralized control of football telecasts." He declared most letters suggested three telecasts weekly —a local game, a sectional game and a national game of the week.

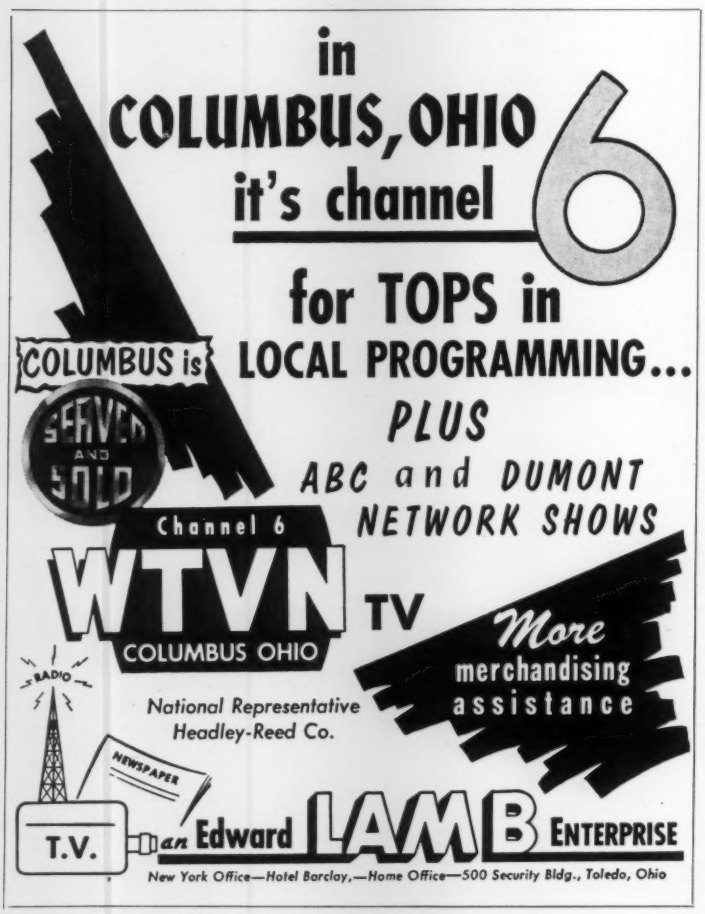
Other suggestions from readers, according to Mr. Riordan, included the telecasting of local games only and the telecasting of an unlimited number of games for a half-season and a controlled number for the remaining half-season.

Adds New Fans

"In varying degrees," Mr. Riordan continued, "many contend that seeing football on TV develops new areas of fans; they list instances of being drawn to college and pro games after having watched such teams on TV."

Among the 20% of the readers who supported a controlled plan, many reported they took this stand because they feared for the survival of small college football, Mr. Riordan said.

Readers of the Chicago *Herald-American* are being asked to vote in favor of the NCAA plan of one game a week from anywhere in the U. S., a plan with no restrictions whatever on any schools, a Big Ten suggestion of selection one important local game in each section weekly and a plan requiring payment of a small fee to see a game on television.



'Time' Sues 'TV-Time'

CHARGING infringement of a trademark, Time Inc. has filed an injunction suit in Federal District Court, Los Angeles, against TV-Time Inc., a local magazine devoted to television. The complaint declared that Time Inc. by virtue of wide promotion and publicity, had acquired the sole right to use the word "Time" as well as the phrase "the weekly newsmagazine." It asserted that the local magazine, incorporated Nov. 1951, by using the title "TV-Time, the weekly newsmagazine of the TV set" was giving a false impression that it was published by *Time.*

TV INTERFERENCE

FCC Lauds Local Groups' Work

NEARLY 200 local committees are at work or being formed to iron out community interference that mars TV reception according to FCC. As a result of a year's effort, the project started by the FCC's field workers has grown to 177 operating committees with another 30 in the formative stage.

The local TVI committees, as they are known, bring the set owner, industry and amateurs into a common attack on interference problems. The project has led to efforts by amateur operators to restrict radio activities because of potential interference to TV reception. Amateurs, in turn, have formed special clubs operating on a local basis.

Local TVI groups include representatives of the military, Civil Air Patrol, civil defense, NARTB, American Radio Relay League, Radio-Television Mfrs. Assn., power companies, local radio and TV stations, airways, distributors and service companies.

According to FCC, local TVI committees have developed cooperation among the elements involved in the interference problem and have minimized the effect on radio services and TV reception. This has led to a reduced number of interference complaints to the Commission. Much activity has been in city areas but the work is moving into rural sections. FCC benefits by ability to handle more of its routine work because personnel are not so busy with TV interference problems.

Many TV viewers have found filters or other minor receiver changes will eliminate interference, according to FCC. Amateurs have installed these filters in many cases.

While some interference cases have been traced to amateurs, there are many other causes. "An awful squealing noise" every Friday night during wrestling telecasts was traced to an elderly relative who visited a family to watch the bouts. Weak batteries in his hearing aid were causing the squeals.

The cooperative project has demonstrated TV viewers and ham operators can live in the same neighborhood in complete electronic peace. FCC explained much of the credit for the club idea can be traced to amateur radio clubs which long have worked on interference problems.

KVTV (TV) Plans

KVTV (TV) are the call letters assigned to the new Cowles' TV outlet on vhf Ch. 9 at Sioux City, Iowa, and April 1 is proposed starting date, Robert R. Tincher, vice president and general manager of Cowles' WNA Yankton, S. D., reported Dec. 12. Katz Agency is to be national representative and station hopes to affiliate with all four networks with CBS basic, he said.

XUM

McAVITY SEES
Swing to Live Video

FUTURE of television programming rests in live instead of filmed programs, Thomas A. McAvity, NBC national program director, said in a talk on the "New Concepts in TV Programming and Production" at the December meeting of the Television Assn. of Philadelphia.

Real comedians play better to a live audience and some comedy shows now on film will return to live, Mr. McAvity said. A live show can be improved as it goes along, but when a show is on film it is too late to do anything about it, Mr. McAvity said. He said a performer in a live show, playing before an audience, feels the same excitement as on an 'opening night'. Kinescoping, he said, might be the answer in some cases.

Mr. McAvity stressed need for good talent and scripts describing NBC efforts to develop writers and entertainers. A good director is the 'spark plug' necessary for a show, he said. Films were shown at the meeting on NBC's newest TV production techniques.

Humbolt J. Greig, president & general manager of WHUM-AM-TV Reading described progress by his uhf station, expected to begin operations in the near future.

FRANKEL JOINS
Exhibitors' Theatre TV Unit

LOU FRANKEL, former general manager of WFDR (FM) New York, has joined National Exhibitors Theatre Television Committee as assistant to S. H. Fabian, chairman. He will work with Stuart Bailey, NETTC engineering consultant, and Marcus Cohn, NETTC counsel, as well as Mr. Fabian in coordinating preparations for the forthcoming FCC hearing on the NETTC petition that frequencies be allocated to theatre television.

Mr. Frankel in recent months was with the Democratic National Committee.

IND. U. CONFERENCE
Addressed by Ladd

TELEVISION has seen its best days, viewed as an entire medium, Bill Ladd, radio-TV editor of the Louisville *Courier-Journal*, told a conference on educational video sponsored by Indiana U.'s radio and TV service at Bloomington Dec. 12.

Speaking at the conference dinner meeting, Mr. Ladd said he feared the percentage of "good and valuable" TV material will drop "year by year and almost week by week" as commercialism and the number of TV stations increase. The general level of programming will drop, just as in radio, he said. He defended the commercialized form of radio and TV as "the best system in the world."

CHATTING at Television Assn. of Philadelphia's third dinner meeting of the season at the Poor Richard Club are (l to r) Arthur Borowsky, association president; Humboldt J. Greig, president, WHUM-AM-TV Reading, Pa.; Ernest Walling, director of programming, WPTZ (TV) Philadelphia, and Thomas A. McAvity, NBC national program director. Messrs. Greig and McAvity were dinner's principal speakers.

EQUIPMENT GIFT
WEC Gives to Texas A&M

TELEVISION equipment used by Westinghouse Electric Corp. in its series of Stratovision experiments was presented Tuesday to Texas Agricultural & Mechanical College for use in the college's electrical engineering laboratory.

The audio and video transmitters as well as power supply were developed for the airborne system of telecasting by C. E. Nobles, Westinghouse engineer and Texas A&M graduate, who presented the equipment to Dr. M. T. Harrington, president of the college.

At the presentation luncheon L. W. McLeod, Westinghouse southwestern vice president, recalled the Stratovision project was started in 1945 and successfully demonstrated to the public during the Republican National Convention and World Series in 1948. He said the experiments had yielded much data on high-frequency wave propagation.

The material is used by the military for application to classified projects. He called Stratovision an example of industry's faith in the future. Problems of licensing stations precluded commercial use of Stratovision, he said.

'RR HOUR' TV
Plans Being Set

HALF-hour audition kinescope will be shot at NBC TV Center, Burbank, during the second week of January for a proposed video version of the NBC radio *Railroad Hour*. Walter Craig, vice president in charge of radio-TV for Benton & Bowles Inc., New York, agency for Assn. of American Railroads, is in Hollywood to line up a star to replace Gordon MacRae. Star of the radio version, Mr. MacRae is under contract to Warner Bros. and unable to make TV appearances.

With *Song of Norway* the possible audition show, Al Kaye, vice president in charge of agency's West Coast operations, is set as producer. Murray Bolen, director of the radio version, will direct from a script adaptation by Jerome Lawrence and Robert Lee. Mr. Craig will supervise the operation.

NEW UHF ANTENNA
Workshop Assoc. Shows

NEW uhf TV antenna, with claimed features of simplicity and ruggedness, was introduced to consulting and FCC engineers fortnight ago in Washington by the Workshop Assoc. Div. of Gabriel Co., Needham Heights, Mass.

A slotted radiator, the antenna is reported to have no connectors or insulators, fewer icing problems and wind resistance, and to be mechanically simpler than other similar antennas. First commercial use will be at WICC-TV Bridgeport, for uhf Ch. 43, which is due on the air Jan. 1.

Ten-foot high single bay antenna, which has 12 slots on each of the four sides of the element, has a power gain of 14, it was said. A 20-ft. two bay antenna has a power gain of 25, it was stated. Prices range from $6,000 to $15,000. Workshop Assoc. has plans for a half-bay antenna to work with low-powered uhf transmitters, it was reported.

Lynx to Visit U. S.

J. J. LYNX, of J. J. Lynx Copyrights Ltd., a London sound and TV sales firm, plans to visit the United States next month to discuss market possibilities of American TV film programs in Europe. Advance notice reports that Mr. Lynx, supplier of most European stations with transcribed music for radio, has been asked by these stations for TV films and TV scripts, of which there is said to be a shortage in Europe.

United World Sales

UNITED World Films Inc., N. Y., has sold a special Christmas package of eight subjects to WSPD-TV Toledo; KPIX (TV) San Francisco, WJAC-TV Johnstown, Pa.; WSM-TV Nashville; WGAL-TV Lancaster; KFMB-TV San Diego; WBKB (TV) Chicago; WXYZ-TV Detroit and KPTV (TV) Portland. Firm also has sold "Going Places," a 15-minute travel film, to WKY-TV Oklahoma City and "Headlines on Parade" to KTBC-TV Austin.

WANT FULL COVERAGE

THEN SAY

WHEN TELEVISION

With its new tower 1914 feet above sea level WHEN blankets the area as the most powerful TV station in Central New York.

Now with 50,000 Watts

See your nearest KATZ AGENCY for time on Central New York's most looked at TV station.

CBS • ABC • DUMONT

WHEN TELEVISION SYRACUSE

A MEREDITH STATION

FLASH!

WAVE-TV
OFFERS TOP AVAILABILITY!

A few top-notch spot participations are now available on "MASTERPIECE MOVIE-TIME", *at surprisingly low cost!*

FORMAT: A tremendously popular series of topflight *modern* film features never before telecast in Louisville. Now in its second year, "MASTERPIECE MOVIE-TIME" is a master audience puller . . . a truly first-class show.

TYPICAL SHOWS: Upcoming features include "WITHOUT HONOR" (1949) with Laraine Day and Franchot Tone; "SCANDAL IN PARIS" (1947) with George Sanders and Carole Landis; "JOHNNY ONE EYE" (1950) with Pat O'Brien and Wayne Morris; and "DON'T TRUST YOUR HUSBAND" (1948) with Fred MacMurray and Madeleine Carroll.

TIME: Tuesday night at 9:45 — the *perfect* movie-time for televiewers.

CHECK WITH: Free & Peters!

WAVE-TV
FIRST IN KENTUCKY
Channel 5
NBC • ABC • DUMONT
LOUISVILLE, KENTUCKY
FREE & PETERS, Inc.
Exclusive National Representatives

film report

Sales . . .

Consolidated Television Sales, New York, reported last week that Charles Dickens' "Christmas Carol," rights, which it acquired from Tableau Productions Ltd. [B•T, Dec. 6], had been sold in 14 markets in a single week's selling effort.

* * *

WJAR-TV Providence is the 11th station to schedule *Close-Up*, weekly quarter-hour TV news film series, according to **Reub R. Kaufman**, head of **Guild Films Inc.**, distributor for **American Newsreels Corp.**, New York. Contracts, now being negotiated, are expected to bring total of markets to 24 by Feb. 15. **John H. (Jack) Tobin**, managing editor of **Spotnews Productions** (AP television service affiliate) and former radio news commentator, joins the production firm as reporter, editor and commentator on the series, program budget of which has been doubled.

* * *

H. J. Caruso, Los Angeles (Dodge-Plymouth dealer), starts *Life of Riley*, half-hour TV film series starring **William Bendix**, on KTTV (TV) Hollywood, in January for 26 weeks. Series, syndicated by NBC-TV, is sponsored east of Denver by Gulf Oil. Agency for Caruso is **Hunter Adv.**, Hollywood.

* * *

Sarra Inc., Chicago, has completed three series of television film spots. A one-minute commercial for **Northern Paper Mills**, Green Bay, Wis., has been released to **Young & Rubicam**, Chicago. The studio also filmed two one-minute TV spots for **Sealy Inc.**, Chicago, featuring the Posturepedic mattress, for issuance to dealers. The agency is **Olian & Bronner**, Chicago. For **Grove Labs.**, through **Gardner Adv.**, St. Louis, Sarra filmed a series of five eight-second station breaks on behalf of Bromo-Quinine cold tablets.

* * *

Pacific Coast Borax Co., New York, has signed **Flying A Productions Inc.**, Hollywood, to film an additional 13 half-hour TV programs in *Death Valley Days* series, distributed on a regional basis. Agency is **McCann-Erickson Inc.**

Production . . .

Mark VII Ltd., Burbank, producer of NBC-TV *Dragnet* film series, is planning to film a TV version of *Pete Kelly's Blues*, heard on NBC radio during summer of 1951. Similar operation, as is used on *Dragnet*, will go into new series which deals with a Kansas City jazz musician of the '20's. Shooting is scheduled for June with **Jack Webb** as director, **Stan Meyer**, executive producer, and **Michael Meshekoff**, producer.

* * *

Arrow Productions Inc., Hollywood, is readying plans for the filming of 26 half-hour technicolor programs in *King Arthur and Knights of the Round Table* series, to be shot in England. The films will be released to TV in the United States and to theatres in foreign markets, according to **Leon Fromkess**, executive producer. He will leave for England in March to complete production details.

* * *

Flying A Productions Inc., Hollywood, has completed the 78th half-hour film in *Range Rider* TV series handled by CBS-TV Film Sales. Co-stars **Jack Mahoney** and **Dick Jones** are to be featured by the firm in another TV series, not a western.

Random Shots . . .

Mutual Television Productions, Hollywood, has become a partner in **Sovereign Productions**, that city, with the former's executives serving in a business administrative capacity. Sovereign's president, **Stuart Reynolds**, will be in charge of sales and distribution; Mutual's president, vice-president and treasurer—**Rudolph Monter, Edward M. Gray** and **William Cane**, respectively — will handle Sovereign's business operations, apart from their own TV film production activity.

Sovereign films NBC-TV *Cavalcade of America* for **DuPont**, CBS-TV *General Electric Theatre* for **GE** and *Your Jeweler's Showcase* for **Hamilton Watch Co.** Mutual films *Cowboy G-Men* in conjunction with **Telemount Pictures** for **Purity Bakers Corp.** and *Jack London Theatre*.

* * *

Western Television Productions Inc. has been formed in Denver to provide a new TV market with on-the-spot service to advertisers and agencies, according to **Burt M. Harris**, formerly producer-director of WDTV (TV) Pittsburgh and director of the new firm. He said services include live and film production of commercials, packaged programs and TV consultation.

Film People . . .

Anne Michaels has been named Paris representative of **Helen Ainsworth Corp.**, Beverly Hills, and will handle sales and acquisition of foreign films for TV and theatrical distribution in this country. **Syd Stogel** has been signed to represent firm's TV and theatrical distribution in Rome.

* * *

M. Coates Webster, Hollywood free lance writer, joins **Teevee Co.**, Beverly Hills, as story editor on five-minute TV film *Little Theatre* series.

* * *

Charles Craft, editor on CBS-TV *Racket Squad*, filmed by Showcase Productions, Culver City, awarded third quarterly American Cinema Editors citation.

KKTV (TV) Affiliations

KKTV (TV) Colorado Springs, Col., has signed affiliation contracts with ABC-TV, CBS-TV and DuMont TV Network, according to Robert D. Ellis, vice president and national sales manager for TV Colorado Inc. Some CBS and DuMont programs already have been carried by kinescope. KKTV has been broadcasting six hours daily, Sunday through Friday, since it began interim operation fortnight ago after a rush job on a new transmitter house [B•T, Dec. 8].

CBS-TV will review the news highlights of the year in a program titled *You and '52* from 11:30 p.m. EST Dec. 31 to 12:05 a.m. Jan. 1. Walter Cronkite will serve as host and David Zellmer as producer.

EDWARD BUNKER (second from l), newly-appointed sales manager of Columbia Television Pacific Network and KNXT (TV) Hollywood, discusses future plans with fellow broadcasters. At get-acquainted session are (l to r): Burt Cochran, vice president, McCann-Erickson Inc., Los Angeles; Mr. Bunker; Merle Jones, vice president, CBS-owned TV stations; George Moskovics, director of TV development, KNXT, and Tom Dawson, national spot sales manager, CBS-TV.

XUM

WSLS-TV DEBUT

Re-Starts After Storm Delay

WSLS-TV Roanoke managed to get on the air and remain there Dec. 11, after an attempt the day before was thwarted by lightning [B•T, Dec. 15].

At 6:02 p.m. Dec. 10, WSLS-TV began its test pattern on Ch. 10, just 90 days after receiving its CP. Sixty-seven minutes later, lightning struck the control room in downtown Roanoke. Seven minutes later, another bolt struck the power line on Poor Mountain, knocking out the transmitter.

J. P. Briggs, chief engineer, said he had alerted his staff for every type of emergency, except for a "summer" storm in December.

Late the following afternoon, the station took to the air again. A simple ceremony was held at 6:10 p.m. Mel Linkous, senior WSLS-AM-FM announcer, introduced the inaugural show.

An NBC-TV affiliate, WSLS-TV's first show was that of Dinah Shore. This was at 7:30 p.m.

On hand to assist at the opening were John Wade, Avery-Knodel TV representative; Winston Hope, WTAR-TV Norfolk, Va.; John Thayer, Herb Dover, Bill Fletcher and Charles Wright, RCA engineers; Roy Moffatt, NBC engineer, and Paul Hancock, of NBC Station Relations Dept.

Station is operating with an interim power of 12.6 kw and expects to increase its power to 25.2 early next year.

AT WSLS-TV opening were (l to r) Mr. Wade; Horace Fitzpatrick, WSLS assistant manager; James H. Moore, executive vice president, Shenandoah Life Stations Inc., and Mr. Hancock.

CALIF. EDUCATORS

FCC's Walker Urges Action

FCC CHAIRMAN Paul A. Walker last Monday called on California educators to "move rapidly" in applying for the remaining seven noncommercial educational channels in that state by next June 2. He expressed confidence they "will begin the construction of a state-wide educational television network at the earliest possible, practical moment."

Chairman Walker spoke at the Governor's Conference on Educational Television in Sacramento, Calif. Gov. Earl Warren noted that the only station under construction, out of eight earmarked for California, is one in Los Angeles, with funds supplied by the Hancock Foundation. It is slated to begin operation early next year.

The Governor said he might ask the legislature for funds to finance seven other outlets—in Sacramento, San Jose, San Bernardino, San Diego, Oakland, Fresno and Stockton. The stations could be built and operated at an annual average cost of $250,000 each, Gov. Warren estimated.

WKBN-TV Youngstown, Ohio, has completed construction of its new uhf TV tower and antenna. It is believed to be the second commercial uhf antenna in the U. S. to be completely installed and ready for operation.

CHICAGO CENTER

Educators May Ask Britannica Aid

INTIMATION that the proposed new Educational Television & Radio Center in Chicago may tap Encyclopedia Britannica, a commercial firm, for film features to service educational TV outlets authorized by FCC was given last week.

The possibility was held out by Robert R. Mullen, executive director of the National Citizens Committee for Educational Television, one of the prime-movers behind the project.

Plans for the Chicago center, which would serve as a national distribution point or clearinghouse for educational radio-TV materials, were involved over a fortnight ago in a meeting attended by representatives of NCCET and the Ford Foundation's Fund for Adult Education, among other groups [B•T, Dec. 15].

A similar project, on the regional level, was recommended by the Southern Regional Conference on Educational Television in Atlanta the past fortnight (see separate story).

Encyclopedia Britannica Inc. and its subsidiary, Encyclopedia Britannica Films, are principally owned by Sen. William Benton (D-Conn.), who also serves as board chairman. C. Scott Fletcher, president of the Fund for Adult Education and board member of the Chicago center, is a former president of Encyclopedia Britannica Films. Sen. Benton has shown an avid interest in the development of educational, non-commercial television stations.

Mr. Mullen told BROADCASTING • TELECASTING it is "conceivable" that some features of Encyclopedia Britannica would be used, although the prospect had not been raised in early discussions. He added that "it would be no trick at all to tap it for perhaps 100 hours of excellent film material."

The center will maintain no production facilities (cameras, etc.) as such but hopes to farm out actual production to commercial companies, once ideas are devised for specific presentations.

It would also use existing films on subjects in which certain firms specialize — subjects like geography, safety and others.

As an example, Mr. Mullen said, Louis deRochemont's firm may be considered for one type of film. He cited CBS-TV's *Omnibus* as an excellent type of educational TV fare.

Initial objectives of the center, Mr. Mullen explained, will be to review available film materials, including kinescopes, and launch the production of new film features. The center proposes to rent out features to educational TV outlets.

The project is "academic," Mr. Mullen conceded, "until such time as educational outlets take the air."

Operation of the center will be started with a $1,350,000 grant from the Fund for Adult Education. Conceivably, additional outlays could be made by the Ford Foundation, Mr. Mullen noted. In due course, he added, the center "may be in a position to appeal to private interests for funds."

Mr. Mullen rejected the possibility of any large physical plant along the lines of CBS Television City, although it may have to construct a building later. This journal was in error when it reported that such construction is imminent.

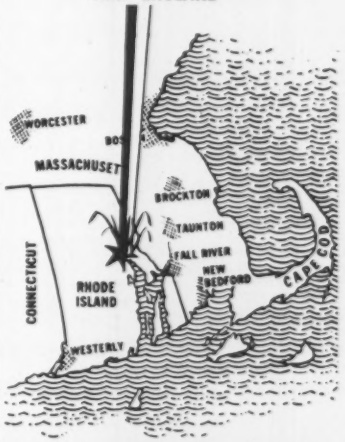
Details for the center are being handled by George Overton, an attorney with offices at 134 S. LaSalle St. in Chicago. Personnel will be added as the project progresses.

Camera Lift

NBC-TV was scheduled to utilize the Hydro-Sky Lift, a device permitting a TV camera and its operator to be lifted 40 feet in the air, on last Saturday's *Hit Parade* program (10:30-11 p.m. EST). Officials said the device, which is distributed by Maxwell Equipment Co. of Milford, Conn., surpasses present TV camera maneuverability of 15 feet, and is capable of revolving in a full circle of 360 degrees.

PINPOINT YOUR PERSISTENT SALESMAN

UNDUPLICATED COVERAGE IN 240,000 HOMES WITH PERSISTENT SELLING TO MORE THAN 720,000 PEOPLE . . . IN PROSPEROUS SOUTHERN NEW ENGLAND



Represented Nationally by
Weed Television
In New England — Bertha Bannan

Our Respects To

(Continued from page 52)

more than the average feel for this community and region—we have been here a long time."

His father, a furniture manufacturer, was a close friend of the late Adolph Ochs, publisher of the *New York Times* and the *Chattanooga Times*.

It was natural for young Carter, born Oct. 14, 1906, to soil his hands with printer's ink at an early age. At 14, he was the first classified advertising solicitor for the *Chattanooga Times*.

He continued that work while attending Chattanooga High School, from which he was graduated in 1924, and while taking special courses at the U. of Chattanooga.

After eight years in classified and display advertising with the *Times*, he joined WDOD Chattanooga as commercial manager.

Mr. Parham recalls that Earl Winger and Norman Thomas, who still own WDOD, had started the station in 1925 as a 50 w novelty to stimulate sales of receiving sets which they assembled at their Chattanooga Radio Co. WDOD operated part time until it joined the newly-begun CBS in Sept. 1929.

Memories of Early Radio

Recalling his early days in radio, Mr. Parham says:

"In those days at WDOD, everybody did everything. I even had a few programs of my own. I particularly remember the dramatization of the history of Chattanooga." He related how he was Gen. Lee in one phase of the pageant and Gen. Grant in a later phase.

Among other early programs was the *Breakfast Club*, with three school chums furnishing music and Mr. Parham and Frank Lane (now commercial manager at KRMG Tulsa) as "Dr. Cheer" and "Dr. Pep."

Early interviews by Mr. Parham included talks with the late Grace Moore, the late Aimee Semple McPherson and Jack Dempsey. In 1930 he broadcast the first baseball game from ticker tape at the *Chattanooga News*.

An average day for a broadcaster in those days, recalls Mr. Parham, went something like this: Exercise or health program at 6:30 a.m.; *Breakfast Club* or some "cheer up type" program from 7-8; visiting advertisers until nearly noon and rushing back to the studio for noontime news and hillbilly shows. writing copy every spare moment, spending the afternoon calling on advertisers and writing copy, and then with a last spurt of energy preparing for evening programs which usually kept the broadcaster busy until 9:30 or 10 p.m.

Mr. Parham said he had time for little else, "but we loved it."

After serving as WDOD commercial manager 18 years, Mr. Parham joined Radio Sales, Philco distributor in Chattanooga, as territory sales manager.

Broadcasting was in his blood, however, and Christmastide 1950 brought him the nicest gift he could hope for—his own station.

Community service is not limited to Mr. Parham's role as a broadcaster. He is on the boards of the Chattanooga Philharmonic Assn. Retail Merchants Assn., Goodwill Industries, and his church, Centenary Methodist.

He has been president of his Sunday School unit, the Martin Bible Class, and is a past master and active member of the Whorley Masonic Lodge. He also is an active member of the Alhambra Shrine, Royal Order of Jesters and Elks and Kiwanis Clubs. In addition, Mr. Parham says every fund-raising civic drive the city has had in the past 20 years has merited his energies.

Three Children

Mr. Parham is married to the former Miss Billie Kittrell. They have three children: John C., 12; William M., 10, and Ida Melissa, 18 months.

Aviation long was Mr. Parham's hobby. He held a commercial pilot's license from 1932 until recently. When he finds time he likes to fish.

Now, however, and for some time to come, fish may swim without the hazard of Mr. Parham's hook. He and Ken Flenniken, WDEF station manager, are spending their time and energies to achieve Mr. Parham's goal of "building a bigger and better station."

The WDEF Broadcasting Co. has applied for Ch. 12 and Mr. Parham hopes to embark on the adventure of television early in 1953. That, of course, awaits favorable FCC ruling.

Mr. Parham has no illusions that telecasting is an unchallenging venture. He was a pioneer in radio, however, and is eager to enter the new world of sound-plus-sight.

SOONER or LATER
some aggrieved listener accuses you of
LIBEL OR SLANDER
and THEN you'll need our UNIQUE INSURANCE covering this hazard. It covers also Invasion of Privacy, Plagiarism, Piracy and Copyright. It is ADEQUATE, SURPRISINGLY INEXPENSIVE.
In use Nation-wide.
GET IT IN TIME!
WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
Kansas City Mo.

FCC COMR. Frieda B. Hennock, when visiting KGO-TV San Francisco, watched an educational telecast. With her in the studio after the telecast are (l to r) James H. Connolly, ABC vice president in San Francisco; Dr. Herbert C. Clish, city's superintendent of schools who appeared on the telecast, and Vincent Francis, KGO-TV general manager.

NCAA POLICY

ECAC Supports 48-2

SUPPORT of the National Collegiate Athletic Assn.'s program for limited national telecasting of college football games was voted 48-2 at the 16th annual convention of the Eastern Collegiate Athletic Assn. in New York Dec. 12 [B•T, Dec. 15].

The resolution was presented to the convention by Ralph Furey, graduate manager of athletics at Columbia U. It recommended a 1953 program of "limited national television," a pledge that member colleges will not enter into any TV commitments until final action is taken by NCAA and ECAC and a stipulation that ECAC members will limit their competition to colleges which "have complied with these policies."

Dissenting votes against the resolution were cast by Douglas T. Greene, athletic director of Drexel Institute of Technology, and Francis T. Murray, athletic director of U. of Pennsylvania and an outspoken critic of NCAA's TV program.

The resolution noted that a limited national television program "will serve the triple purpose of providing reasonable protection from TV impact, giving opportunity for a continuation of our research and providing college football television for the general public."

Two amendments to the resolution proposed by Mr. Murray were rejected by a 48-2 count. He recommended that as soon as the 1953 TV program is adopted the NCAA appoint a "suitable counsel" to petition the courts as to the legality of the plan and he further suggested that this step be taken as soon as possible so that colleges may make preparations.

INSTRUCTION in all phases of radio and TV is being offered to men between ages of 17 and 34 by Armed Forces Radio Units of 6261st ORAAU at U. S. Army Reserve headquarters, Hollywood. Radio-TV personnel from L. A. area will teach courses in writing, directing, announcing, newscasting and radio engineering.

WCBS-TV FILMS

104 Features Bought

ACQUISITION of 104 feature films produced by Republic Pictures Corp. by WCBS-TV New York, CBS-owned outlet, was announced by the station last week. Under an arrangement with Hollywood Television Service Inc., WCBS-TV will obtain exclusive first-run rights on the films for TV showings in the New York area, spokesmen said.

WCBS-TV described the transaction as the largest ever negotiated between a major motion picture company and a television station. It added that it will be able to present a film that is new to television on each of its major feature film programs for a long period. Beginning Feb. 1, the pictures will be shown on WCBS-TV's *Late Show* and *Early Show*.

Included in the 104 films, most of which were produced since 1945, are: "Northwest Outpost," with Nelson Eddy, Ilona Massey and Joseph Schildkraut; "Specter of the Rose," with Judith Anderson, Michael Chekhov and Lionel Stander; "Casanova in Burlesque," with Joe E. Brown, June Havoc and Dale Evans; "Madonna's Secret," with Francis Lederer, Gail Patrick and Ann Rutherford; "Steppin' in Society," with Edward Everett Horton and Ruth Terry; "Scotland Yard Investigator," with C. Aubrey Smith and Eric Von Stroheim, and "The Cheaters," with Joseph Schildkraut, Billie Burke and Eugene Pallette.

The contract was worked out by David Savage, WCBS-TV film manager, and Earl Collins, president of Hollywood Television Service. It was the second contract for an exclusive-in-New York feature film package to be negotiated for WCBS-TV by Mr. Savage in the past month. The first involved 18 films produced by Sol Wurtzel during 1946-49 and released through Twentieth Century-Fox.

Pro Playoff Sold

DuMONT TV Network was to present the Detroit-Los Angeles professional football playoff game at Detroit yesterday (Sunday), starting at 1:30 p.m., EST, under joint sponsorship of Goebel Brewing Co., Detroit, and Miller Brewing Co., Milwaukee.

SOUTHERN TV

Educators Map Plans

PROPOSAL that a regional control board take a hand in carrying out suggestions for the financing and establishment of educational TV outlets in 14 states has been adopted by the Southern Regional Conference on Educational Television.

This and other recommendations of workshop groups highlighted a three day conference meeting at Atlanta, Ga. Dec. 11-13. Educators and consultants converged on Atlanta with advice on engineering, programming and administrative problems.

The conference was co-sponsored by the Joint Committee on Educational Television (JCET), the American Council on Education and the interstate Southern Regional Education Board.

The board was asked to implement the recommendations and request foundation grants for developing cost analyses and other data. Under conference recommendations, a central regional program production and distribution unit would be set up. Its initial purpose would be to survey educational centers and government offices for engineering and legal experts to train station personnel.

The production-distribution unit would be fashioned on a regional basis after the proposed national Educational Television and Radio Center to be located in Chicago, with stress on low-cost programs and, later, interchange of services among 14 southern states [B•T, Dec. 15]. JCET was asked to furnish blueprints of program plans used in other parts of the country.

FCC has reserved educational, noncommercial TV channels in 78 southern cities. Conference also approved a resolution for submission to FCC of educators' plans to apply for the outlets.

Ralph Steetle, JCET executive director, lauded conference delegates for "making the first regional effort to tackle this problem."

EDUCATIONAL TV

Lamb Aids Erie Educators

EDWARD LAMB, newspaper publisher and owner of radio-TV stations in Ohio and Florida, met last week with representatives of 12 educational institutions to formulate plans for building an educational TV station in Erie, Pa. Mr. Lamb owns WICU (TV) Erie.

Mr. Lamb told the educators that it might take time to obtain necessary funds to build and operate the station but that the task was not an insurmountable one. In the meantime, he advised the educators to get the non-profit corporation organized. "I personally will take care of the expenses involved in the creation of such a corporation," he added. The meeting voted to go ahead with the corporation organization and to have a station application on file with FCC by next June 2.

HECHT SIGNS

Will Write for CBS-TV

SIGNING by CBS-TV of Ben Hecht, well-known author and dramatist and winner of the Pulitzer Prize and Academy Award for his Broadway and screen plays, to create a new weekly series of original presentations was announced Tuesday by Hubbell Robinson Jr., CBS-TV vice president in charge of network programs.

Mr. Hecht becomes the second major playwright and author to sign with a network. Last month Robert Sherwood, winner of three Pulitzer Prizes for drama, contracted with NBC for nine original plays for use on radio and television [B•T, Dec. 1].

Under terms of the contract with CBS-TV, Mr. Hecht will write at least two original plays a month for half-hour broadcasts. Other presentations in this series will be originals by other top playwrights and writers, Mr. Robinson said, with Mr. Hecht serving as supervising editor for the entire project.

Financial details of the Hecht contract were not divulged by CBS-TV. NBC had reported that Mr. Sherwood would receive a fee "running well into five figures" for each script.

FORGE ELECTIONS

Hudson Elected President

HOWARD P. HUDSON, liaison officer, National Planning Assn., last week was elected president of the National Capital Forge at a meeting of the public relations group in Washington's Hotel Lafayette. He succeeds Paul H. Bolton, executive vice president, National Assn. of Wholesalers.

Others elected at the Dec. 15 meeting include Yates Catlin, public relations director of the American Waterways Operators Inc., vice president; Mel White, information officer of the Div. of Sanitation, U. S. Public Health Service, secretary (reelected); Edward H. Steinberg, executive secretary, District of Columbia Dental Society, treasurer. Also elected was a board of directors.

Quebec Beer Advertising

BREWERS will be able to sponsor programs on TV in Quebec province, according to an announcement of Revenue Minister J. J. McCann in Parliament at Ottawa Dec. 12. He stated Canadian Broadcasting Corp. will authorize such TV advertising in the same way as on AM stations, with only the sponsor's name being given. There will be no beer advertising as allowed in the United States. Beer advertising is only allowed in provinces where the provincial government allows such advertising.

QUAM-NICHOLS Co., radio-TV equipment manufacturer, has begun construction in Chicago of a one-story plant which will add 50% to the firm's productive capacity. Cost of building, comprising some 60,000 square feet of space, is estimated at $500,000.

'Today'

(Continued from page 60)

in a fixed position. TV is a picture and it comes most alive when it is a moving picture.

Naturalness of speech can be another great asset for the commentator. The projection radio often demanded just isn't necessary on TV and is, in fact, very often disconcerting. "Speak the speech, I pray you", and do it in the same tone that you would use at the Elk Club's bar. A good mental guidepost to use might go like this: I'm actually present in the home of my viewer. I'll use the tone he would use if we were just chatting in the living room.

Visual Aids

The use of stills and maps are definite aids to the newscaster. However, I have reservations about the constant projection of full-face telops on the screen. I would also suggest that a news picture must have action to create interest. Also, commentators in this news era should realize that they have much to learn from the TV engineer. He will be able to tell you whether a still will "scan" on the screen, whether it is too cluttered to make a point. Maps are great aids in telling the story, but here again they must be simple. The cluttered map is less than useless. Someone in your shop will be able to construct the simple and clear maps that help tell the story. Keep the printing to a minimum and use arrows to point out centers of interest.

Finally, it seems to me that all of us must admit to ourselves that—both on network and local scales—we have only begun to probe the possibilities of TV news reporting. We need to remind ourselves daily that there is a danger of falling into a static routine which will bore viewers and in the last analysis—ourselves.

Sense of Experimentation

On *Today* we try something new every 24 hours. This sense of adventure keeps us on our toes and reminds us that we are still pioneering. Sometimes we find our experiments resulting in something less than good, but just as often there is that moment of satisfaction and elation when a new device comes off with a punch. It's worth the risk and experiment. Finally, wasn't radio wonderful?

Looking for Radio & Television Technicians?

RCA Institutes, Inc., graduates students at regular intervals, as technicians, operators and laboratory aids. Our men graduate with a first class Radio-Telephone License. Call on us for your technical personnel needs.

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TWA DEFEATS
NLRB Hearing Move Bid

TELEVISION Writers of America last week defeated temporarily, a new attempt by CBS, NBC, ABC, Authors League of America and Screen Writers Guild to move from Los Angeles to New York the NLRB hearing on petitions for certification as bargaining agent for writers in TV.

Trial Examiner Norman Greer informed attorneys Tuesday that he would make no ruling "at this time," but may reconsider it later.

TWA's petition seeks an election for Hollywood writers on network TV shows. The interviewing ALA-SWG maintains that a contract between them and the networks already exists on a national level, and that TWA is not representative of the craftsmen it seeks to represent [B•T, Dec. 15].

Evelyn Burkey, ALA assistant executive secretary, on cross-examination last week, stated that ratification by members of ALA and SWG of the recently negotiated contract covering writers on live network shows was not necessary to place it in operation. TWA's petition filing with the NLRB blocked the networks from putting it into effect.

LBS'S SUIT
Jan. Court Date Unlikely

TWO teams of Chicago attorneys will go to Dallas for two weeks in January, when lawyers will continue taking depositions in the Liberty Broadcasting System's anti-trust suit against the major league baseball clubs.

Men from Sidley, Austin, Burgess & Smith, Chicago, plan to begin depositions there, former headquarters of Liberty, Jan. 19, coincidentally the date for which the trial has been set in Chicago Federal District Court. Statements of testimony outside the court proper, which comprise the deposition, will be given by James Kirksmith, former vice president in charge of sports for LBS; Barton McLendon, father of Gordon McLendon, former president of the defunct network, and several minor officials of LBS.

Also present will be James O. Smith, attorney with McConnell, Lutkin & Van Hook, Chicago, representing Liberty in its $12 million suit charging conspiracy and anti-trust activities by the ball clubs.

The trial is not expected to begin Jan. 19 as the court docket is crammed with other upcoming cases which would take an estimated six months to clear.

Crosley Film Buy

PURCHASE of a group of American-made films which will provide 1,750 full-length movies for telecasting was announced last week by Robert E. Dunville, president, Crosley Broadcasting Corp. Films will be shown on the three Crosley video outlets, WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC Columbus.

GEMEX Co. contracted to sponsor alternate weeks of CBS-TV's show *The Stork Club*. Present at signing are (l to r) Carl Lichtenfels, Gemex adv. dir.; Willard A. Pleuthner, BBDO v. p.; Wm. A. Swartman, Gemex sls. mgr.; Eugen Prestinari, Gemex founder-partner; Sherman Billingsley, host of *The Stork Club*; Wm. Lichtenfels, Gemex founder-partner; Bud Boehm, asst. to Gemex pres., and (standing) Fred M. Thrower, CBS-TV v. p. for network sls.

DR. PEPPER bottlers in Greensboro, Winston-Salem, N. C., and Danville, Va., sign for twice weekly show, *The Old Rebel*, on WFMY-TV Greensboro. At signing (l to r): Buzz Hassett, WFMY-TV acct. executive; Charlie Kempton, mgr. of the Greensboro Dr. Peper Co., and George Perry, program star.

G. BENNETT LARSEN (l), v. p.-gen. mgr., WPIX (TV) New York, and Betty Baker, hostess of WPIX's *New York Cooks*, watch as Carlo Vinti, head of own adv. firm, signs spot participation contract for his client, Gallo Wines. Show is telecast Mon.-Fri. 1:30-2 p.m.

SIGNING to sponsor *This Week in Philadelphia* on WFIL-TV Philadelphia are (l to r) Kenneth W. Stowman, WFIL-TV sls. mgr.; Wm. L. Day, pres., Pennsylvania Co. for Banking & Trusts; Francis McI. Stifler, acct. exec., N. W. Ayer & Son., and Wm. F. Kurtz, Pa. Co. bd. chrmn.

CHESTY FOODS signs 10 home basketball games of U. of Indiana on WTTV (TV) Bloomington. Handling contract are (seated, l to r) Gary Ruben, Ruben Adv., Indianapolis; George Johnson, Chesty Foods pres.; Paul Lennon, WTTV sportscaster. Standing (l to r) are Rolf W. Brandis and Russell Kulberg, Ruben Adv.; Norman Cissna and Donald Heiny, Chesty Foods.

Strictly Business

(Continued from page 16)

the fact that he is six feet four. His christened name, almost as long as he is, Victor Hugo David Sandeberg, did not come from the renowned author but from the European fashion of free-loading the names of as many relatives as possible onto a birth certificate. Everyone today refers to him as "Sandy."

Born in New York City of Swedish and German parents, he was educated there at New York U. He left the city with the intention of spending a few years farming and ranching in the West and then returning to New York. After a stretch of farming in Minnesota, and ranching and mining on the western slopes of Colorado, he reached San Francisco. Except for frequent business trips to the East, he has remained in California.

Mr. Sandeberg's first introduction into the field of advertising and selling was on the circulation staff of a then relatively new publication, *Western Advertising*. For eight of his eleven years with the magazine he was its advertising manager—a job which carried him into the key markets of the country. "It was my post graduate course in advertising and marketing," he explains.

In 1933 he resigned to become associated with Humbolt J. Greig and John Blair in the formation of what was Greig-Blair & Co., now the John Blair Company, one of the pioneer radio station representative firms. In 1935 he resigned to become sales manager of KYA San Francisco, at that time a part of the Hearst radio chain. He left KYA to become Southern California advertising representative for *American Home, Town and Country, Field and Stream* and other national magazines. In 1938 he was San Francisco manager of the McClatchy Broadcasting Co. and in 1940 moved to the Paul H. Raymer Co., representing the McClatchy stations as Pacific Coast manager of that firm. He resigned from that organizaton in 1945 to become a member of the firm and Pacific Coast manager of Avery-Knodel Inc., which organization he still serves.

He is married and lives in San Francisco. He finds relaxation on his small ranch in Sonoma County, situated about 55 miles north of the San Francisco Bay Area.

CBS Radio Series Cited

CBS Radio's *Aircraft Flash* series (Sun., 12:05-12:30 p.m. EST) was praised in a letter from Gen. B. W. Chidlaw, USAF, commanding general of the Air Defense Command, as "an important contribution to the defense of the nation." Gen. Chidlaw pointed out the program "is doing an excellent job of boosting the morale of civilian volunteers" in the Ground Observer Corps.

allied arts

WILLIAM DIGNAM, public relations director, Market Research Corp. of America, has resigned. He has formed **WILLIAM DIGNAM Co.,** public relations and research advisory firm 551 Fifth Ave., N. Y. Telephone is Murray Hill 7-7097.

GENE SHEFRIN, account executive with David O. Albert Assoc., N. Y., radio-TV publicity firm, elected vice president of company.

EDWARD G. BRIERTY and **RAYMOND E. WARNER** appointed sales representatives for midwest sales region of Electronic Tube Div., Westinghouse Electric Corp., Elmira, N. Y. They are headquartered in Chicago.

JOHN P. DILLON, Clarostat Mfg. Co., Dover, N. H., assigned to firm's distributor sales department.

GRADY L. ROARK appointed manager of equipment tube sales, Tube Dept., General Electric Co., Schenectady.

EDWARD F. GRIGSBY, western sales manager, Altec Lansing Corp., Los Angeles, elected chairman of 1953 Los Angeles Council of West Coast Electronics Mfrs. Assn. Vice chairman and secretary-treasurer, respectively, are **GEORGE B. CLARK,** sales manager, Tetrad Co., and **DON E. LARSON,** advertising director, Hoffman Radio Corp.

ALFRED A. MEDICA appointed assistant to **SEYMOUR MINTZ,** vice president in charge of advertising at Admiral Corp., Chicago. **JOHN B. OTTMAN** named sales promotion manager for radio-TV.

MOTOROLA Inc., Chicago, appoints South Texas Appliance Corp., San Antonio, as distributor for firm's radio-TV sets in south Texas area.

NORMAN CHASE, managing director, Urania Records Inc., N. Y., elected vice president of firm.

SID ROGELL, executive vice president, Jerry Fairbanks Inc., Hollywood, to 20th Century-Fox, L. A., as executive production manager.

GLENN WEBSTER, national sales manager for Scott Radio Labs. and John Meck Industries, Chicago, to General Electric, same city, as district sales manager for broadcast equipment.

NATIONAL ELECTRIC PRODUCTS Corp., Pittsburgh, Pa., appoints Southeastern Sales Co., Savannah, Ga., as representative to handle NEPCO line of TV antennas in North and South Carolina, Georgia, Florida, Alabama and Mississippi.

MAYO SIMON, producer, Ford Foundation's TV research project, Ames, Iowa, to Washington U., St. Louis, as director of TV activities.

TERMINAL RADIO Corp., N. Y., electronic parts distributor, has published 132-page audio equipment catalog describing high fidelity home music system components and public address, institutional, recording and broadcast equipment. Booklet available free of charge from the company at 85 Cortlandt St., New York 7.

Equipment . . .

GENERAL COMMUNICATIONS, Ft. Atkinson, Wis., announces production of CDMS-1 dial operated, video and audio monitor switching system designed for three monitor stations. Unit is rack mounting and is available for 12 or 24 volt operation.

AEROVOX Corp., New Bedford, Mass., announces manufacture of wide choice of foil-paper capacitors housed in compact tubular metal cases with vitreous-ceramic terminal and seals. Depending upon impregnant used, capacitors operate in temperature ranges from —40° to +85° C, and from —55° to +125° C.

CARBONNEAU INDUSTRIES, Grand Rapids, Mich., announces production of Gold Cup speaker with 2.15 oz. magnet, 1-inch voice coil and 1.00 oz. magnets with 1-inch voice coil both supplying flux in air gap equivalent to speakers using up to 50% more magnet.

RCA VICTOR, Camden, N. J., announces production of new portable frequency and deviation meter, Type CX-8A, for checking radiated carrier frequency, undulation deviation and other performance data of mobile two-way radio systems.

INDUSTRIAL DEVICES Inc., Edgewater, N. J., announces production of new test clips, designated Model #1410A, for use in pairs as source of power for equipment under test without danger of short circuit due to clips touching each other or other components.

Technical . . .

TOM BOWLES, technical director, and **JOHN FRISHETTE,** studio engineer, have returned to NBC Chicago after military service.

STAN WEISS, ARNOLD ROSENSWEIG, LARRY SHOEN and **BILL REIFEL** added to engineering department of WHLI Hempstead, L. I.

Public Service Series

SOME 300 radio stations were reported last week to have agreed to contribute public service time for the presentation of *The American Trail,* quarter-hour transcribed series dramatizing little-known stories in history and designed for in-school or general listening by children in the 9-15 age group. The 13-program series is presented by the Ladies Auxiliary, Veterans of Foreign Wars, and spokesmen said 7,000 local auxiliaries will assist in its promotion. It is being produced by Phoenix News Bureau, New York, with Mildred Collins as executive assigned to production. Release is scheduled in February, coinciding with the opening of the second semester in schools.

L.A. AD WOMEN

Set Conference Plans

LOS ANGELES Advertising Women Inc. will sponsor its 11th annual advertising conference series, titled "Advertising and You," to be held at CBS Hollywood, each Monday from Jan. 12 to March 2.

Teeing off the programs, Jan. 12, is Don Belding, chairman of the board, Foote, Cone & Belding, on the subject, "Preparing for the Advertising Field." Subsequent speakers and discussions are as follows:

Irving Burg, national sales promotion manager, Free Sewing Machine Co., will speak on "Copy," Jan. 19; Jack Roberts, art director, Carson-Roberts Inc., "Art," Jan. 26, and Selig Smith, sales manager, Carter & Galantin (printing firm), Feb. 2, on "Point-of-Sale."

"Publicity Roundtable," Feb. 9, will be moderated by June Barth, account executive, Carson-Roberts Inc. Panel members are Bernie Milligan, head of his own publicity firm; John Floria, West Coast editor, *Collier's;* Muriel Barnett, fashion editor, *L. A. Mirror;* Norma Gilchrist of KNBH (TV) Hollywood *Norma Gilchrist Show;* Roger Pickett, sales promotion manager, Rathbun's Department Store; and Grace Katz, West Coast editor, Haire Publications.

"Radio Roundtable," Feb. 16, will be moderated by Helen Murray Hall, advertising and promotion manager, NBC Western Division. Discussion topics include "Time Sales" by Wallace L. Hutchinson, account executive, NBC Western Division; "Merchandising" by Ron Manders, sales promotion manager, KFI Los Angeles; "Creative Scriptwriting" by Virginia Crosby, writer on NBC radio's *Dr. Paul* and other serials; "Commercial Scriptwriting" by Wilder Wiley, writer, Young & Rubicam, and "Script Acceptance for Broadcast" by Dorothy Brown, director of continuity acceptance, ABC Western Division.

The final programs, Feb. 23 and March 2, respectively, are "Television" by E. J. Leaman, TV consultant, Screen Directors Guild; and "The Value of Advertising to the Consumer" by O. D. Keep, editor and publisher, *Fortnight.*

Series of eight two-hour evening sessions is $10, or $1.50 per session. Student rate for the course is $5.

OUR WISH
A Very Merry Christmas
TO YOU
The Art Mosby Stations
KGVO · KANA
Missoula 5 kw Day & Nite
Anaconda Butte 250 Watts
MONTANA
THE TREASURE STATE OF THE 48
Reps: GILL, KEEFE & PERNA, N. Y., Chi., La. & SF.

programs promotion premiums

CONTRACTS with World Broadcasting System and the F. W. Ziv Co., have recently been negotiated by WDOK Cleveland. Station feels "this is a ten strike for listeners because it will provide them with 14½ hours of top drawer programs weekly," many of which are new to the area. New programming schedule took effect Nov. 24.

'LADIES DAY' PREVIEW

BEGINNING Dec. 15, WOV New York went on the air with the broadcasting equivalent of a three-week preview for its new show, *Ladies Day*, starring Dorothea Towles. New program featuring news and chatter of interest to women is aired each morning from 8:30-9 a.m. Reason, station explains, for considering the first three weeks a "preview" is to give the audience a chance to comment on the format.

BINAURAL BROADCAST

U. OF IOWA broadcasting stations, WSUI and KSUI-FM Iowa City, combined facilities last month to bring listeners what was believed to be the first binaural broadcast in Iowa radio history. Report was received from Carl H. Menzer, director of the stations. So enthusiastic was the response that three additional binaural shows have been planned by the stations. First program featured a string quartet composed of SUI students in an hour-long broadcast of chamber music.

TOUR PROMOTION

CLAIRE WALLACE, Canadian radio commentator, is making a tour of Canada on behalf of her sponsors, The Associated Salmon Canners of B. C., in a promotion to meet her listeners throughout the country. Stations in each city which carry her broadcasts plug her visit by asking listeners to send in their names on the back of a salmon label. Out of the mail response, 100 names are drawn to attend a luncheon featuring many dishes made with canned salmon. Miss Wallace acts as hostess at each luncheon.

EMERGENCY PLANS

PLANS to handle emergency service announcements necessitated by unfavorable weather conditions or similar emergencies, have been formulated at WLW and WLWT (TV) Cincinnati. Outline of the plan has been sent to schools in the area. State highway departments of Ohio, Indiana, Kentucky and W. Virginia will cooperate with the program.

UNION OIL TOUR

SALES promotion junket to explain its 1953 advertising plans to dealers is being undertaken by Union Oil Co. of Calif., Los Angeles. Presentation consists of a 30-minute training film, produced by David Griffin Productions, Hollywood, and a 30-minute live program of professional talent, produced by MCA, under the overall title *Flight 76*. C. Haines Finnell, director of public relations and advertising for the petroleum firm, is in charge of the program, assisted by Jack Smock, vice president of Foote, Cone & Belding Inc., L. A.

MOTHER-IN-LAW CONTEST

CONTEST to select the letter writing winner of "Why I like my Mother-in-law" is being conducted by CBS Radio *December Bride* and will close Jan. 1. Winner and his or her traveling companion will have a week's vacation in Palm Springs, in addition to being guests of program star, Spring Byington, during one of those days.

WISN PUBLICATION

FIRST of the monthly publications planned by WISN Milwaukee was issues by the station in December. The new publication, using a newspaper format, is called *Q Sheet* and contains pertinent station information as well as CBS news and a program schedule. WISN is a CBS affiliate.

OFF-CAMPUS SERIES

INITIAL venture into regular off-campus broadcasting by WCHC, student operated carrier-current station at Holy Cross College, Worcester, Mass., was made recently with the presentation of *The Holy Cross Hour* on WORC Worcester. Series will consist of selected programs from the WCHC schedule. Show will continue each Sunday for the remainder of the scholastic year.

WEW BROCHURE

BROCHURE stressing the coverage of WEW St. Louis, the "Good Music" station there, has been released by that station. Breakdown of statistics on the area includes data on population, families, retail sales, number of employed persons and median family income. Reader is advised that "You can buy listeners for ¾¢ when you buy WEW 770 kc clear channel."

ORANGE BOWL COVERAGE

TO acquaint local and national business firms with the fact that WTVJ (TV) Miami will originate the Orange Bowl Game for CBS, the station has imprinted a slug on its stationery to read: "You'll be there on New Year's Day when WTVJ originates the Orange Bowl Game . . ." Station will also cover the Orange Bowl parade on New Years Eve for the network.

WGAY SALUTE

TOP executives of the *Evening Star*, Washington, D. C., were heard in a special broadcast Dec. 14 on WGAY Silver Spring, Md. *Evening Star Salute* featured a discussion of the past present and future of the newspaper which celebrated its 100th anniversary on Dec. 16.

CHRISTMAS CONTEST

TO stimulate more interest in his early morning program and to share listeners' experiences with others, Bill Jackson, disc jockey at WPFT Raleigh has been running an "I Remember Christmas" letter-writing contest. Mr. Jackson reads letters from listeners who have interesting Christmas experiences to relate. For every letter read on the air he pays $1. Station relates that to date he has been receiving 200 contest letters a week.

AMERICAN MUSIC FESTIVAL

WNYC New York's 14th Annual American Music Festival on Feb. 12-22 will present programs of contemporary music from 35 institutions of higher learning throughout the U. S., as well as special broadcasts prepared by the BBC, and the radio networks of France, Israel, Italy, Austria and the Netherlands. One feature of this year's Festival will be the presentation by binaural broadcasting of several of the concerts.

CHRISTMAS SELL-OUT

FILMER'S Ltd., a stationery store in Nanaimo, B. C., made arrangements to air a flash announcement daily at 8:15 a.m. over CHUB Nanaimo to advertise "singing Christmas cards" at $1.25 a card. Announcer simply played the recorded greeting and stated it could be obtained at Filmer's. The dealer had been wary about buying this type greeting and had confined his purchase to a gross. His entire stock was sold out after the second flash announcement.

KRES BROADCASTS PRAYER

PRAYER said by a member of the Council of Churches is being used by KRES St. Joseph, Mo., for its sign-on, sign-off and at noon. Prayer is being aired as a community service and "as a spiritual reminder to all listeners who might be inclined toward forgetfulness."

'FOUNDER'S DAY'

WSTV Steubenville, Ohio, tape-recorded and broadcast over MBS the December 7th Founder's Day Banquet of the College of Steubenville held in the Fort Steuben Hotel. A highlight of the evening was the presentation of the Poverello Medal, the highest non-academic award of the College of Steubenville, to Lions International. Recorded copies of the program are being presented by WSTV to Lions International and to the College of Steubenville for their archives.

FRENCH SERIES

WABF (FM) New York is presenting during December a series of transcriptions made during music festivals in the French cities of Vichy, Versailles, Toyaumont, Strasbourg, Sceaux, Aix-En-Provence, Menton and Besancon. Scheduled from 8-9 p.m. EST, Monday through Friday, the series was made available to the station by the French Broadcasting System in North America.

the NBC *station serving*
greater YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM

PROPERTY RIGHT

Court Rules on Radio Show

CREATOR of a radio program has a property right in his idea, a Federal District Court Judge has ruled—provided the idea is reduced to concrete form.

In a decision two weeks ago, Judge Alexander Holtzoff found that there is a limited property right in an idea, which has been reduced to concrete detailed form and is novel. Opinion was written in denying a request by the Hamilton National Bank, Washington, for dismissal of $3,300 jury verdict in favor of advertising man Lloyd K. Belt. The jury gave Mr. Belt that sum last month.

Case involved a radio program using school children with talent, to be supervised by the Washington school system. The bank told Mr. Belt to prepare the show at a $25 weekly fee. School authorities were contacted, but did not immediately reply. After two week's work, the bank cancelled its contract with Mr. Belt. Subsequently, the school executives contacted the bank and asked if it was still interested in the program. It signified it was, and the program was broadcast weekly for one year. The bank hired another advertising agency to handle the show. Mr. Belt sued to be compensated for the use of his idea.

ADDED STEEL

Set Makers to Get April 1

OUTLOOK for more steel for radio-TV set manufacturers after next April 1 brightened perceptibly last week.

Greater quantities of the controlled material will be made available to set makers and other consumer goods producers, according to quotas announced by the Defense Production Administration Wednesday. Copper and aluminum supplies will remain relatively the same, however.

Manufacturers of radio and television receivers will obtain 70% of the carbon steel they used in the pre-Korean base period — roughly 40% more than in the first quarter of 1953 and somewhat less than the 40% when allowance is made for supplemental allotments they have been receiving since the big pinch in the third quarter. Structural steel (for construction) remains in short supply.

Through the Electronics Division of the National Production Authority, manufacturers will continue to receive about 50% of copper and 55% of aluminum (of base period usage)—a rate which has prevailed in recent months.

Copper and aluminum represent "supply difficulties," Ralph S. Trigg, acting DPA administrator, said Wednesday. There has been some difficulty in obtaining large quantities of aluminum for small radio-TV antennas, an NPA official added.

AT premiere of CBS Radio's new hillbilly series, *Saturday Night-Country Style*, are (l to r) Eldon Hazard, CBS Radio sales manager; Lester Gottlieb, vice president in charge of network programs, CBS Radio; Sunshine Sue, WRVA Richmond, Va., personality, and Barron Howard, WRVA commercial manager. Program originates at WRVA.

milestones . . .

► NEWSPAPER, *The Scranton Times*, notes that its broadcasting shingle has been up for 30 years. The *Times* owns WQAN-AM-FM, commercially operated since April 1950. Stations feature hourly five-minute newscasts with headlines on the half-hour daily, in addition to its daily half-hour roundups. Newscasts on the station are not avavilable for sponsorship. *The Times* points to AP's top award presented to the station for excellence in news broadcasting in eastern Pennsylvania during 1951.

* * *

► ART KIRKHAM, program personality at KOIN Portland, Ore., has begun his 25th year as editor of of the *Newspaper of the Air*, aired Monday through Saturday. Program is half hour of human interest stories, news oddities and features. Mr. Kirkham took over a year after the show started.

* * *

► HERB KENNEDY, disc jockey-newscaster for KSFO San Francisco, will celebrate his 20th year in broadcasting today (Monday) in special ceremonies during his *Herb Kennedy Show*. Mr. Kennedy's anniversary follows closely the 10th anniversary of WSFO's Wally King. The two, close personal friends, pair up each morning on The *Ward & Waldo* program.

* * *

► ART BROWN, WWDC-AM-FM Washington, one of the city's most popular personalities, was presented a cake Dec. 15 on the occasion of his 17 years in Washington radio and his birthday. More than 1,000 persons attended the fete in the station studios.

* * *

► WLAW Lawrence, Mass., last Friday completed its 15th year on the air. During that span, the station grew from 1 kw to 50 kw. Station was founded by the late Alexander H. Rogers, publisher of the Lawrence *Eagle-Tribune*. His son, Irving E. Rogers Sr., the station's first general manager, is now president-treasurer. Present general manager is Lambert B. Beeuwkes.

* * *

► PROGRESS in technical facilities and programming is cited by Franklin Snyder, vice president and general manager of WXEL (TV) Cleveland, Ohio, in connection with the station's third anniversary Dec. 17. WXEL's twin objectives of maintaining progress during TV's overall expansion and fulfilling its obligations to 700,000 set owners as a public service agency are stressed by Mr. Snyder. Past year has seen completion of two phases of station's $1 million expansion program—unveiling of a new building in Parma and opening of downtown Studio "D." Top WXEL programs also were singled out by Mr. Snyder, including sports and news coverage, special community shows, documentaries and variety fare.

* * *

► WLEC Sandusky, Ohio, welcoming its fifth birthday anniversary Dec. 7, turned the tables by sending birthday wishes to all its sponsors. For some advertisers, the congratulatory letter was accompanied with a gift-wrapped pair of "Mr. Plus" red suspenders as a token of appreciation for loyal "support" over the past five years. A more conservative birthday letter was mailed to other sponsors. WLEC, an MBS affiliate, operates on 1450 kc with 250 w.

* * *

► FULTON LEWIS JR. celebrates his 15th anniversary as an MBS news reporter and commentator on Christmas Day. The program is aired each weekday from 7-7:15 p.m. EST and is sponsored on a cooperative basis on some 350 radio stations.

COMMUNITY SERVICE

Kathman Praises Radio

RADIO on the community level is a vital communications medium in the solution of industrial and labor problems, Harold Kathman, member of Fisher, Rudge & Neblett, New York, management and labor consultant firm, told the Durham (N. C.) Advertising Club last Tuesday.

Pointing out that all media were important in creating understanding among management, employes and the community, Mr. Kathman singled out radio as "a relatively inexpensive method of solving particular problems."

He cited the case of one company which was faced with an employment shortage each spring and fall when farmers quit their jobs to do planting or harvesting. Through the use of a weekly radio program costing only $18.50 a week, the company persuaded the farmers to remain on better-paid jobs at the mill and hire cheaper farm labor for spring and fall chores.

'52 Magazine Totals

NATIONAL magazine advertising for 1952 will total $550 million, an all-time high, Magazine Advertising Bureau estimated last week. Figure, 8% higher than the $511 million carried by magazines in 1951, is based on volume of $509,278,781 for January-November, up 8% over the $471,387,774 11-month total in 1951.

Still Going STRONG!
A coffee account, using KGW, increased sales in this area 42 per cent.
For Sales Results Use KGW
Economical and efficient medium for covering the mass market.
KGW
on the efficient 620 frequency
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY, INC.
AFFILIATED WITH NBC

STATION DATA

FCC Consolidates Forms

FCC has consolidated into one form the annual and interim ownership reports (Forms 323 and 323A) required of all broadcasters [B•T, Dec. 15]. The new form (Form 323) is effective Feb. 1, and eliminates among other things information on operating personnel.

Another snip at red tape also took place two weeks ago when the FCC adopted short forms for station license renewals (Form 360) and modifications (Form 359). Instead of complete new reports being made up each time, new forms will refer to the previous form, and make note of any changes. Single-page report will eliminate, the Commission said, staff practice of preparing lengthy documents to reflect all details and conditions of the grant.

Earlier this month, the Commission finalized new and simpler annual financial report (Form 324), reducing the number of pages in the schedule from 15 to 9 [B•T, Dec. 1, Oct. 6]. This eliminated the program analysis requirement, which now is called for only at renewal time.

Study in U. S.

THREE foreign engineers have arrived in the U. S. within the past fortnight to study U. S. communications under fellowships granted by the United Nations, it was reported last week by FCC. Because of their short visit, they will remain in the New York area. The UN fellows are Patrick Joseph Rogers, chief engineer of overseas communications service, Bombay, Kallianpur Vasudeva Pai, deputy chief engineer of Posts and Telegraphs Dept., New Delhi, India and Berndt K. G. Granlund, engineer with General Direction of Posts and Telegraphs, Helsinki, Finland.

RICHARD CARTER, Warner Bros., membership committee chairman of Publicists Guild, Hollywood, appointed treasurer. He succeeds Homer Davies, Columbia Pictures, who moves to Tucson.

in public service . . .

RESIDENTS of Wisconsin are enthused that the U. of Wisconsin football team is going to the Rose Bowl. They also are proud of the Badger Band and would like to have it accompany the team to Pasadena for the New Years Day grid classic. Funds have been provided for the football squad but $50,000 is needed to send the band. Bob Nelson, program manager, WEAU-AM-FM Eau Claire, went on the air with an appeal at 3:30 p.m. Dec. 6. He set a goal of $400 from WEAU listeners. Much to his welcomed surprise, dollars began pouring in. By midnight, with the aid of four announcers, $2,200 had been pledged.

* * *

WROL Polio Activity

TOBACCO farmers in the WROL Knoxville, Tenn., area are being urged by the station while the tobacco selling season is on to donate to the polio fund. Station is cooperating with Knox County Polio Chapter and U. of Tennessee's Sigma Chi fraternity chapter in the fund-raising. The fraternity chapter lost two members in polio deaths last summer.

* * *

3,200 Happy Kids

SOME 3,200 children attended the WCCC Hartford fourth annual Christmas party, featuring LeRoy, WCCC's talking duck. Ivor "Big Brother Bill" Hugh, of WCCC's show, the *Kiddie Corner*, and LeRoy's constant companion, emceed the party. Even "Old Saint Nick" himself came to the party, in the person of Bug Rainey, of WTIC Hartford.

* * *

NBC Traffic Films

THROUGH cooperation of Gov. Earl Warren and State Highway Patrol officials, NBC-TV Hollywood news department will film six of the "dumbest stunts" pulled by California drivers. Filmed under the supervision of Roy Neal, news department head, the 20-second programs will be shown on NBC-TV newscasts and later released to all California TV stations, free of charge. Situations to be depicted include turning left from right lane, driving while fatigued, following too closely, lack of hand signals, passing on curves and going through pedestrian safety zones.

* * *

Aids Orphans Drive

TEN days was all that WTOP-AM-TV Washington, needed to reach the goal set for its "Dollars for Orphans" project—and listeners-viewers were asked to send in no more money. WTOP personalities Eddie Gallaher, Pick Temple, Mark Evans and others all joined in the appeal for money to enable the kids to buy Christmas toys. The goal: $2,500.

* * *

WOAI-TV Receives Award

WOAI-TV San Antonio, Tex., on its third anniversary, Dec. 11, received the Majestic TV Award for "outstanding television programming and service to the community." Sol Magdoff, regional manager, Majestic Television Corp. of New York, presented the trophy to Justin R. Duncan, WOAI-TV public relations director, during a special anniversary program on *Your Show*, locally-produced public interest series.

* * *

Aids Coast Guard

MORNING program aired by KOMO Seattle was instrumental in helping the U. S. Coast Guard in its search for a missing fishing vessel. Within 12 minutes after station aired an announcement, the vessel (Cedar) contacted the Coast Guard radio station at Westport, Wash., indicating it had heard the alert. Search was cancelled and party requesting it was notified of the vessel's exact location. KOMO's assistance drew praise from A. E. Harned, USCG commander and chief of its Search & Rescue Station, in letter to W. B. (Doc) Heil, who conducts morning program.

* * *

KLZ Aids Santa

KLZ Denver has turned over its proposed television studios to the "Santa Claus Shop" of Denver for use as a collection center and workshop. Station also is contributing light, water, heat and publicity. The "Santa Claus Shop" collects used, broken and outgrown toys. The toys are repaired and distributed to needy children.

CAMPBELL Soup Co., sponsor of both radio and TV versions of *Double or Nothing*, has announced that effective Jan. 19, production of both shows will originate in New York. Radio show has been coming from Hollywood.

CHI CONELRAD

Alert Plans Finalized

PLANS for ending interim Conelrad—the temporary broadcast setup for control of electromagnetic radiation in case of enemy attacks were reviewed in Chicago last week as engineers from seven of the city's stations met with FCC representatives to discuss the permanent system.

The plan for Chicago broadcast activity in case of an air attack centers on WGN, which will sound the initial alert and also serve as the key station in one of two station "clusters," the other headed by WBBM (CBS). WMAQ (NBC) will serve as a WGN alternate.

In case of attack, all stations will leave the air after broadcasting an informational bulletin telling listeners to tune into 640 or 1240 kc, the Conelrad channels. The seven participating stations in the city will then work under the two cluster systems, alternating transmission of information.

Continual switching of broadcast material from antennas outside the city will change the source of the radio beam every few seconds, blocking any attempt of enemy aircraft to "ride in on" a radio beam. TV and FM stations will be blacked out, as FM signals provide "particularly ideal" beams for planes as well as guided missiles, said K. M. Hedrick, coordinating engineer for FCC.

Stations and their representatives at the final meeting which detailed the entire plan, include Carl J. Meyers, director of engineering at WGN; H. R. Lindsay and T. E. Schreyer, WMAQ; Kenneth C. Shirk, WIND; Lee N. Hon and J. F. Novy, WBBM; W. H. Cummings, WENR; H. C. Krumbein, WSBC, and Thomas Rowe, WLS. Meeting with them was A. Prose Walker, eastern supervisor of Conelrad for FCC.

Special equipment, donated by individual stations across the country, is expected to be installed coast-to-coast and in workable condition within three months. The industry is spending an estimated $2 million on the defense system, Mr. Walker said. Conelrad is expected to become operative around March 1 [B•T, Dec. 8].

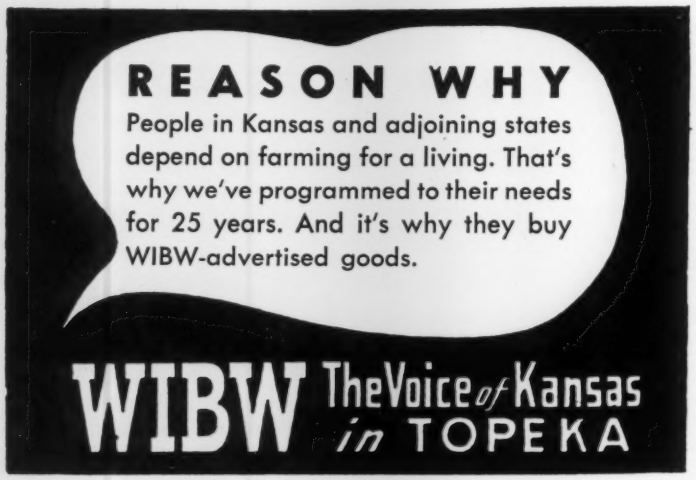
In a recent successful air test of Conelrad, a series of Air Force planes "bombed" Chicago and reported "no navigational aid" from local stations.

WHEN (TV) Boost

WHEN (TV) Syracuse has begun operating with 50 kw from its newly-completed 557-foot tower, Paul Adanti, vice president-general manager, announced last week.

Mr. Adanti added that the station is looking forward to a further increase to 190 kw early in 1953, pending FCC approval.

WQAN Scranton, Pa., has reported an increase in volume of 18% for the first 11 months of 1952 as compared to the same period last year.


REASON WHY
People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 25 years. And it's why they buy WIBW-advertised goods.
WIBW The Voice of Kansas in TOPEKA

REALTORS AWARD
Won By Philco's Balderston

WILLIAM BALDERSTON, president, Philco Corp., received the 1952 award of the Society of Industrial Realtors at the society's annual banquet in Philadelphia's Hotel Barclay.

Mr. Balderston was honored as the citizen who has made "a most significant contribution to the industrial development of metropolitan Philadelphia."

In accepting the award, Mr. Balderston paid tribute to the modern industrial corporation as the "bulwark of American freedom—an institution with a deep sense of social responsibility to the public."

Of the incoming administration, the Philco president commented that, "for the first time in 20 years, we will have a philosophy of government in Washington that is sympathetic to business.

"That does not mean we are in for another partisan government that has merely shifted its loyalties from labor to business," he added. "Rather, the team Eisenhower is assembling is made up of men who know from experience that the success of modern industry is founded on harmony of interest between capital and labor—not on conflict between them. These are men who believe in the rights of management as well as the rights of labor."

ELECTRONICS
Failure Prediction Is Aim

NATIONAL Bureau of Standards last week announced that it is investigating the feasibility of detecting incipient failures in electronic equipment long before they perceptibly affect over-all performance.

Surveys have indicated that at least half of all equipment failures are caused by gradual failures of components. In accelerated-aging experiments on a military radio receiver, NBS has succeeded in predicting a majority of failures hours before they made the equipment inoperative.

GREENVILLE is
SOUTH CAROLINA'S LARGEST METROPOLITAN AREA . . .
In "COVERED" WAGES

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Columbia	75,483,817
Charleston	60,220,530

S. C. Emp. Sec. Comm., 1951

MAKE IT YOURS WITH
WFBC 5000 WATTS
NBC News Piedmont Station Greenville, S. C.

NBC affiliate for the Greenville-Anderson-Spartanburg Markets
Represented by Avery-Knodel

READYING Binghamton, N. Y., promotion campaign on behalf of the new Jell-O *Bob Hope Show* are (l to r) Joseph E. Vail, General Foods sales representative; George J. O'Connor, general manager, WINR Binghamton; Robert S. LaClaire, GF sales representative; Charles Bishara, WINR program manager; James M. Hind, GF sales representative; Joseph F. Healy (seated), GF territory manager.

book reviews . . .

TEN OPERATIC MASTERPIECES. Published by Broadcast Music Inc., G. Ricordi & Co., 580 Fifth Ave., New York 19, N. Y. 567 pp. $10.

AN IDEAL gift is this publishing masterpiece. Included among the librettos are works from the pens of talented composers from Mozart to Prokofieff.

The 10 operas are "The Mastersingers of Nuremburg," "Marriage of Figaro," "Aida," "Carmen," "Tales of Hoffmann," "Boheme," "Rosenkavalier," "Tosca", "Love of Three Oranges" and "Wozzeck."

Olin Downes. music critic of *The New York Times*, has written historical background and descriptive synopses of the librettos. He has included many fascinating and little known facts concerning the composers and the sometimes unexpected sources of their works.

Leonard Marker, Viennese composer, has set out completely new piano arrangements of all the important instrumental and vocal passages. There are more than 80 decorative illustrations in color by Alberta Sordini, brilliant artist.

The entire book was created under supervision of Merle Armitage, noted designer.

* * *

DOUBLE TROUBLE. By Charles and Eugene Jones with Dale Kramer. Published by Little, Brown & Co., 34 Beacon St., Boston. 317 pp. $3.75.

THE FABULOUS Jones twins, who have covered the world as cameramen for NBC-TV, are already a legend, though still only in their late 20s. This book is an account of their lives.

As roving camera-correspondents for NBC-TV, they criss-crossed the earth from Alaska to Africa and most news centers in between.

They were first sent to Korea by the network where they distinguished themselves by completely disregarding their safety to assure NBC-TV the best coverage available. Gene, the elder—by a few minutes—was wounded.

Later they trained microphones and cameras on world figures from King Paul of Greece to Pope Pius XII. They chartered a special plane from Paris to Vienna and scored a world exclusive interview with Robert Vogeler, only hours after his release from Communist imprisonment.

The Jones boys are throwbacks to early news photography. They have easily been the most sensational cameramen in television's young life. Their dauntlessness has done much toward building a tradition for television newscameramen.

Much of their film footage was shown on the *Camel News Caravan* and *Battle Report—Washington.*

* * *

HIGH FIDELITY SIMPLIFIED by Harold D. Weiler. John F. Rider Publisher Inc., 480 Canal St., New York 13. 208 pp. $2.50.

A PRACTICAL textbook of the fundamentals of sound reproduction and home music systems is presented by Mr. Weiler for the layman. A first edition, the paperbacked volume contains a preface by Peter C. Goldmark, vice president in charge of research and development for CBS Labs., and an introduction by Milton B. Sleeper, publisher of *High Fidelity Magazine.*

Mr. Weiler's book in essence is a simple, well illustrated information source for the beginner in home "hi-fi" music systems, as well as a review outline for the more advanced enthusiast. Aside from its use as a "how to do it" guide, the book also presents basic theory of sound and sound reproduction, of interest in both radio and TV.

* * *

TRAINING THE VOICE FOR SPEECH (new second edition). By C. Raymond Van Dusen. Published by McGraw-Hill Book Co. Inc., 330 W. 42d St., New York, 36. 276 pp. $4.

THIS is a guide to voice and articulation improvement by the chairman of the Speech Dept., and director of the Speech and Hearing Clinic of the U. of Miami (Fla.).

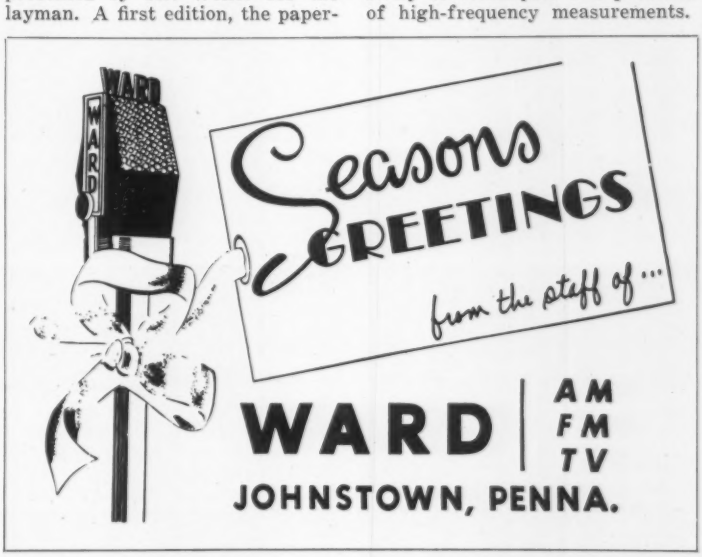
It is a basic text in voice and diction for the student or broadcaster who wishes to acquire a better speaking voice and to improve his ability to express himself clearly and distinctly.

Movie TV Hearing Data

SUBMISSION of list of witnesses and synopsis of testimony on theatre TV hearings, which resume Jan. 26, was postponed from today to Jan. 12, the FCC announced last week. Action was taken on the request of Western Union and several other parties to the rule-making procedure. Testimony on engineering and accounting phases of the motion picture industry request for special frequencies was taken in October [B•T, Nov. 3, Oct. 27]. The witnesses to be heard next month will testify on policy and plans.

High Frequency Meet

PLANS have been completed for the Third Conference on High-Frequency Measurements, slated for Washington, Jan. 14-16. The conference will be devoted exclusively to techniques and problems of high-frequency measurements.



PROMOTED to new posts in the equipment field sales organizations of the Tube Dept., RCA Victor are (seated, l to r) G. W. Duckworth, manager, equipment sales field force, and J. H. Mosher, interdepartmental district manager; standing (l to r) are C. R. Klinger, Western district manager; J. W. Kirschner, Eastern district manager, and L. D. Kimmel, Central district manager.

WONE Change

WONE Dayton, Ohio, on Feb. 1, will operate as an independent station, President Ronald B. Woodyard announced last week. Plans for a sharply revised schedule of programs are now underway, Mr. Woodyard added. Station currently is an MBS affiliate.

FOR FINEST TAPE RECORDING

WRUF

Gainesville, Fla.

USES

Magnecorder

—FIRST CHOICE OF ENGINEERS!

Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!

PORTABLE — LIGHTWEIGHT Recorder in one case — Amplifier in the other. Easy handling — compact!

QUICKLY RACK MOUNTED Units can be combined for studio operation of portable equipment.

CONSOLE OR CONSOLETTE Operation available by combining units in rich Magnecorder cabinets.

For new catalog — write:

Magnecord, INC.

225 W. Ohio St., Chicago 10, Ill.

EMERSON-WEBSTER

Merger Plans Readied

WEBSTER-Chicago Corp. and Emerson Radio & Phonograph Corp. are readying merger plans for approval by stockholders. Directors of both companies have authorized the merger, which would provide for an exchange of stock.

Webster-Chicago would become a division of Emerson, a leading radio-TV set manufacturer, continuing with its production of wire and tape recorders and record changers. Under the plan, Emerson would issue 337,500 shares of common stock in exchange for 450,000 shares of Webster-Chicago common at the rate of three-fourths of one share of Emerson for each full share of Webster-Chicago.

Electronics Symposium

NEXT YEAR'S Electronic Components Symposium will be held April 29-May 1 at the Shakespeare Club, Pasadena, Calif., under the sponsorship of the American Institute of Electrical Engineers, Institute of Radio Engineers, RTMA, and the West Coast Electronic Mfrs. Assn. In an announcement last week, officials said sessions will follow the pattern of previous Washington and Los Angeles national meetings on electronic component parts.

SUM of $500,000 has been allotted by Kaye-Halbert Corp., Culver City (radio-TV sets), for 1953 advertising and new area promotion, according to Harry Kaye, president.

Merle V. Watson, Inc.

Over $5,000,000.00 in successful sales campaigns that grossed from $5,000 to $150,000 for some 400 radio and TV stations from coast-to-coast since 1931. Phone 26239 or 48440.

411 AVALON PLACE, PEORIA, ILL.

FCC actions

DECEMBER 12 THROUGH DECEMBER 18

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-sychronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 95.

December 12 Applications . . .

ACCEPTED FOR FILING

AM—1070 kc

WAPI Birmingham, Ala.—CP to increase power from 10 kw-D to 50 kw-D.

License for CP

KSWB Yuma, Ariz.—License for CP, replacing expired CP as mod., which authorized new AM.

License Renewals

Following stations request renewal of license:

KXGI Ft. Madison, Iowa; KGLO Mason City, Iowa; WCMI Ashland, Ky.; WABM Houlton, Me.; WMBN Petoskey, Mich.; WHB Kansas City; KNCM Moberly, Mo.; KDRO Sedalia, Mo.; KWTO Springfield, Mo.; WALL Middletown, N. Y.; WATG Ashland, Ohio; WSTV Steubenville, Ohio; KRUL Corvallis, Ore.; WHAN Charleston, S. C.; WCDT Winchester, Tenn.; KVIC Victoria, Tex.

TENDERED FOR FILING

AM—1540 kc

KPOL Los Angeles—CP to increase power from 5 to 10 kw.

APPLICATIONS RETURNED

Sought Extension of Completion Date

WBET Brockton, Mass.—Mod. CP, as mod., which authorized change in frequency, hours of operation, and installation of DA-N, for extension of completion date.

WABJ Adrian, Mich.—Mod. CP, as mod., which authorized change in frequency, hours of operation trans. equipment and type trans., for extension of completion date.

December 16 Decisions . . .

BY BROADCAST BUREAU

Licenses Granted

WIMS-FM Michigan City, Ind. — Granted license for CP; Ch. 228, unl.

WMAW Menominee, Mich.—Granted license for standard AM; 1340 kc, 100 w; unl.

KTFS Texarkana, Tex.—Granted license covering change in trans. and studio locations.

WMYR Ft. Myers, Fla.—Granted license for standard AM; 1410 kc, 1 kw, daytime.

WWOC Manitowoc, Wis.—Granted license covering increase in power; 980 kc, 1 kw; D.

KCSB San Bernardino, Calif.—Granted license covering change in hours of operation, power, trans. equipment and trans. location and installation of DA-N.

WBBB Burlington, N. C.—Granted license covering increase in power and installation of new trans., 920 kc, 5 kw-D.

KEUN Eunice, La.—Granted license for AM; 1490 kc, 250 w; unl.

KTNT Tacoma, Wash.—Granted license for AM; 1400 kc, 250 w; unl.

WTND Orangeburg, S. C.—Granted license covering change in frequency; 920 kc, 1 kw-D.

WTKM Hartford, Wis.—Granted license for AM; 1540 kc, 5 kw-D.

Change Name

WSLS-AM-TV Roanoke, Va.—Granted mod. license to change name to Shenandoah Life Stations Inc.

Application Dismissed

WQAN-FM Scranton, Pa.—Dismissed pending application to make changes in existing FM.

Granted CP

WAKE Greenville, S. C.—Granted CP to make changes in ant. system.

Change Transmitter Location

WTVO Rockford, Ill.—Granted mod. CP to make trans. location change of TV 1,700 ft. north of present location and change ant. height from 640 ft. to 660 ft.

Modification of CP

WLSH Lansford, Pa.—Granted mod. CP for approval of ant., trans. and studio location.

Extension of Completion Date

WINZ Hollywood-Miami, Fla.—Granted mod. CP for extension of completion date to 3-1-53; conditions.

WFOB Fostoria, Ohio—Granted mod.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
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AM • FM • TV •
Complete Installations
TOWER SALES & ERECTING CO.
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Portland 11, Oregon

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

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Metropolitan 8-4477
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RUSSELL P. MAY
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Washington, D. C. REpublic 8-3984
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Formerly Colton & Foss, Inc.
927 15th St., N. W. Republic 7-3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 7-2151
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P. O. Box 32 AR. 4-8721
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ARLINGTON, TEXAS

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Republic 7-6646
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Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
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Executive 3-1230—Executive 3-5851
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INSTALLATION-OPERATION
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Consulting Radio Engineers
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Chestnut 4977
2026 R. R. Exchange Bldg.
St. Louis 1, Mo.
Since 1932

Member AFCCE

CP for extension of completion date to 1-1-53; conditions.

December 16 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KIBS Bishop, Calif.—Mod. CP, which authorized new AM, for approval of ant., trans. and studio location and change type trans. AMENDED to change type trans.

WBTE Batesville, Miss. — Mod. CP, which authorized new AM, for approval of ant., trans. and studio location and change type trans.

KVSP Lubbock, Tex. — Mod. CP, which authorized new AM, for approval of ant., trans. and studio locations and change type trans.

WBTN Bennington, Vt. — Mod. CP, which authorized new AM, for approval of ant., trans. and studio locations.

WRIS Roanoke, Va.—Mod. CP, which authorized new AM, for approval of ant. and trans. locations and change type trans.

AM—1010 kc.

KCHJ Delano, Calif.—CP to change hours of operation from D to unl.; power from 1 kw-D to 1-kw-N, 5 kw-D;

(Continued on page 95)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Managerial — assistant manager. Progressive Iowa station, excellent public acceptance. TV applicant-VHF channel. Opportunity for capable ambitious man with executive and sales ability, and willing to work. Stock interest available to right man. Box 266S, BROADCASTING • TELECASTING.

Announcer-salesman, with ideas and initiative. Car necessary. No desk pilots or cutie pies, please. A good man must earn a bill a week. Midwest town of 75,000, new station. Rush audition and letter to Box 303S, BROADCASTING • TELECASTING.

Opportunity for aggressive salesman Northeast indie, TV applicant. Advancement for good man. Opening January, February. Box 331S, BROADCASTING • TELECASTING.

Experienced, radio time salesman. Starting pay $100.00 weekly, must have car, experience, references. Contact Manager KCHJ, P. O. Box 262, Delano, California.

Salesman for full time independent in Major Southern market. Good drawing account against 15 percent commission. Contact Commercial Manager, WBGE, Atlanta, Georgia.

Announcers

Newscaster plus regular announcing shift. Permanent. Texas location. Tell all. Box 202S, BROADCASTING • TELECASTING.

Somewhere there is an announcer-copywriter working for a 250 watt station who is ready to advance in his radio career. We are looking for such a man to work for a 5,000 watt CBS affiliate which takes special pains to provide advanced training. If you are the man write giving full details first letter. Box 264S, BROADCASTING • TELECASTING.

Needed: A good announcer, one who can sell, also some music library experience. Good working conditions, fine people to work with. Pay commensurate with your ability. One station market in the Midwest. Send disc or tape, photo, and resume to Box 271S, BROADCASTING • TELECASTING.

Good announcer with first class ticket. Permanent, good pay, good working conditions. Northeast area. Write Box 288S, BROADCASTING • TELECASTING.

Wanted experienced announcer-engineers for popular 250 watt, in Southeast, top salary . . . Also announcer-chief engineer, send reference and experience Box 315S, BROADCASTING • TELECASTING.

Two announcers preferably combo. Forty-hour week. Northwest. Box 316S, BROADCASTING • TELECASTING.

Experienced announcer - salesman, thirty or older, for staff expansion Midwest kilowatt, network affiliate. Give all details first letter. Reply Box 317S, BROADCASTING • TELECASTING.

Northeast indie, TV applicant, has immediate opening for engineer, with or without experience. Box 330S, BROADCASTING • TELECASTING.

Combo man, accent on announcing must have first phone. $75.00 per week. Opportunity to sell on commission. Opening January first KBMX, Coalinga, California.

Help Wanted (Cont'd)

Dependable morning announcer with good voice to do news, farm programs and general disc work. Permanent position for worker. Salary commensurate with ability. Apply with audition, recommendations, and full data to KFRD, Rosenberg, Texas.

Announcer-engineer, good salary commensurate with ability. KNBY, Newport, Arkansas.

Newsman, announcer, writer for Wyoming pioneer station. Fine equipment personnel. Advise salary desired. 48 hours weekly. Air mail audition, picture, full particulars KSPR, Casper, Wyoming.

5000 watt NBC affiliate in city of 15,000 needs experienced announcer with copywriting ability. Duties will include some continuity writing. Send audition, disc, photo, reference, and detailed letter giving background, marital status, salary expected and telephone number to Ray Beels, KVGB, Great Bend, Kansas.

Newsman to handle major newscasts on air. Stress is on reporting ability. Newspaper background will be given preference. We will work with you on air style. Our preference is for man with basic ability, desire to learn, mature, cooperative. Contact: KWKH News Bureau, (CBS 50 kw) P. O. Box 1387, Shreveport, Louisiana.

WFNC, Fayetteville, North Carolina needs good announcer. Write Box 1230, Fayetteville, North Carolina giving age, experience, and references.

Wanted: Announcer-engineer with first phone. Must have top announcing ability. CBS station. Send all pertinent information, salary requirements, telephone number, audition tape, etc. Radio Station WINK, Box 1072, Ft. Myers, Florida.

Combination man wanted by WJAY, Mullins, South Carolina. Permanent. Salary commensurate with ability.

Combo man, accent on announcing. State availability, experience, starting salary required, first letter. WPRC, Lincoln, Illinois.

Wanted: Experienced announcer—call, wire or write Radio Station WRRF, Washington, North Carolina.

WSIP, Paintsville, Kentucky, needs two men immediately. First play-by-play, basketball, football, who will also do man on street and can handle news. Other man must be continuity writer-announcer. Excellent working conditions, good salary. Send tape, or record and background, or come in for personal interview.

Live wire independent needs personality staff announcer. Pay commensurate with ability. Contact WVSC, Somerset, Pennsylvania.

Combination announcer-engineer, first class ticket. Permanent. WWGS, Tifton, Georgia.

Technical

AM-TV transmitter engineer for network station in Northeastern Ohio. Prefer man from Ohio-Western Pennsylvania area. Box 263S, BROADCASTING • TELECASTING.

Wanted: 3 combination engineer-announcers, heavy on announcing. Pay is well. All correspondence held in strict confidence. Location North Louisiana. Box 280S, BROADCASTING • TELECASTING.

Transmitter engineer — Central Illinois 5 kw right after Christmas. Box 299S, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Operator-announcer. Must have experience. Write full details, including salary expectations. 25-watter, up-state New York. Box 282S, BROADCASTING • TELECASTING.

Wanted: for Georgia station-combination chief engineer-announcer also, 2-combination engineers - announcers. Must hold first class tickets. Excellent working conditions, good salaries. Write Box 301S, BROADCASTING • TELECASTING.

Opening-engineer capable of becoming chief at 250 watt East central network affiliate; also inexperienced first class engineer to learn announcing. Box 302S, BROADCASTING • TELECASTING.

Engineer—$50.00 weekly. Daytimer. Experience preferred but not necessary. Box 307S, BROADCASTING • TELECASTING.

First class operator capable becoming chief engineer Southwest NBC 250 watt affiliate. Some announcing necessary. Write background, salary requirements. Box 309S, BROADCASTING • TELECASTING.

Girl announcer-engineer, first ticket, to originate midnight to morning music program. $86.40 for 40 hours. Leading Northwest independent. Box 325S, BROADCASTING • TELECASTING.

Engineer by station in large Texas city. Experience unnecessary. Box 329S BROADCASTING • TELECASTING.

Engineer for regional 5 kw with 50 kw FM. Must enjoy studio control work as well as transmitter operation. Salary range from $75.00 to $92.50. Write or wire William Murphree, Chief Engineer, WABB, Mobile, Alabama.

Engineers needed for WACL and WJAZ. Contact Lloyd McKinney, Waycross, Georgia.

First class operator. Transmitter work. Union. Experience not necessary. Permanent. 40 hour week, 1½ overtime. WAOV, Vincennes, Indiana.

Wanted: Combination engineer announcer. Prefer man with hillbilly DJ experience. Right man can earn $5000.00 yearly. Write or phone WAUG, Augusta, Georgia.

Engineer with first class ticket wanted immediately. Experience not entirely necessary. Good pay. Ideal place to live. WBBO, AM and FM, Forest City, North Carolina.

Transmitter engineer—Immediate opening 40 hour $70.00 starting salary. 5 kw directional. Contact George Bartlett, Chief Engineer, WDNC, Durham, North Carolina.

Operator with first class license. No experience necessary. WEAV, Plattsburg, New York.

First phone man needed. Opportunity to learn Combo if you so desire and have fair radio voice. Contact Manager, WJAY, Mullins, South Carolina.

Wanted: Combination engineer - announcer. Radio Station WKEU, Griffin, Georgia.

Engineer for year round opening. Start January-February, as desired. Some announcing depending upon ability. Send details, WLPO, La Salle, Illinois.

Combination engineer-announcer wanted immediately. Send full details and audition in first letter. Call 1220 if close. Radio Station WMFC, Monroeville, Alabama.

Immediate opening—Experienced engineer-Chief's job open. WMRI, Marion, Indiana.

Help Wanted (Cont'd)

Combination engineer-announcer. Contact H. Tom Morris, Radio Station WNCA, Siler City, North Carolina. Position open at this time. Would like personal radio history, first phone, audition disc or tape.

Immediate opening, first phone engineer, inexperienced applicants considered, 1000 watt daytime station, give full resume first letter. Write WWYO, Pineville, West Virginia.

Production-Programming, Others

Copywriter for Southern ABC affiliate. Man or woman. Box 293S, BROADCASTING • TELECASTING.

Continuity writer — Must be able to write selling commercials. Send complete information present salary, past two employers, education and experience, together with photo and sample of continuity to Wayne Cribb, General Manager, Radio Station KHMO, Hannibal, Mo.

Copy writer or combination copy writer-announcer. WGEM, Quincy, Illinois. Wire, phone, write details.

Program director—Immediate opening, good opportunity for man ready to advance. Illinois and adjoining states only. WLPO, La Salle, Illinois.

Television

Announcers

$80.00 a week for good announcer strong on "sell" and DJ. TV future in good Midsouth market. Send complete details in first letter. Replies confidential. Box 763R, BROADCASTING • TELECASTING.

TV Technician with TV schooling or broadcast experience. Southwest. Enclose full particulars, recent photo desirable. Box 180S, BROADCASTING • TELECASTING.

Production-Programming, Others

TV station in Southeast looking for experienced news man for permanent position. TV newsman desiring change or experienced radio news man desiring enter TV may qualify. Send all details including salary requirements and small photo. Box 290S, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

Commercial manager with engineering background. Business management and personnel experience. Want management position. Prefer Michigan. Family man. Box 289S, BROADCASTING • TELECASTING.

Successful local station manager desires new opportunity. Employers will recommend. Age 33. Box 294S, BROADCASTING • TELECASTING.

Managed two local stations to high profits and community acceptance. Box 295S, BROADCASTING • TELECASTING.

Personable. Age 29. Ten years experience announcing, production, sales, management. Prefer Midwest or Western station. Box 300S, BROADCASTING • TELECASTING.

Salesmen

Aggressive, ambitious young man wants sales or programming January 1st. $75.00 week. Box 291S, BROADCASTING • TELECASTING.

Time salesman — Presently employed. Own car. Seeks change. Must work in New York area (lower Westchester, Long Island, Northern New Jersey or New York City). Box 292S, BROADCASTING • TELECASTING.

Could you use a good dependable salesman or assistant manager, honest, family man, young, aggressive, likes promotion, no floater or hot shot, neat appearance, civic minded, has some imagination, does not go for high pressure tactics and does not watch the clock, does not know it all and willing to learn. Am not interested in using your station as a stepping stone—rather a good permanent position with future. Prefer small town station with TV application. If interested please write giving full details Box 318S, BROADCASTING • TELECASTING.

Situations Wanted—(Cont'd)

Ten years experience sales announcing. Like to work. No desk jockey. Vet, single, university Illinois graduate, not afraid long hours. Twice associate sales manager. Available after January first, 1953. Not interested temporary employment. State salary, commission, etc., chance to work up to sales manager first letter. Prefer Illinois; will consider all offers. Ed Woodmansee, 860 S. Lincoln Avenue, Springfield, Illinois, 7406.

Announcers

Announcer-salesman. Twelve years experience including management. Announce, write, sell. Interested in Television. Livable salary. Prefer West but all offers considered. Box 236S, BROADCASTING • TELECASTING.

Announcer - engineer, first phone, worked three stations, all phases. Employed, prefer change South. Degree, 25, married. Strong news, commercials. Box 237S, BROADCASTING • TELECASTING.

Announcer, ambition plus, heavy on news and commercials. All data supplied. Tape, photo, etc. Box 258S, BROADCASTING • TELECASTING.

All-round announcer. Sports, special events, DJ, news and show/orchestra MC. College, radio school, dramatic and stage experience background. Solid five years announcing and production. Steady . . . past continuous four years with same Midwest station . . . want change for expended use of talents. Will jump-in-and-pitch for AM and/or TV station having advancement opportunities and permanency, starting minimum $100.00 week and talent. Can furnish tape auditions, personal and present employer references. Box 283S, BROADCASTING • TELECASTING.

College graduate, 27, married, one child. Desires announcing opportunity in good market. Will locate anywhere. Box 284S, BROADCASTING • TELECASTING.

Accent on announcing? Four years experience, first phone. Strong on news, all music. Western states only. Box 285S, BROADCASTING • TELECASTING.

Announcer, disc jockey, newsman . . . 2 years experience. Radio City trained. Desires city area. Box 287S, BROADCASTING • TELECASTING.

Announcer, little experience wants permanent position. News, disc-board work. Box 308S, BROADCASTING • TELECASTING.

Announcer. Over five years' experience. Board operation, copywriting, all phases. Presently employed major market, interested permanent position where hard, diligent work provides advancement. Single, veteran, 26. Box 311S, BROADCASTING • TELECASTING.

Announcer—6 years, excellent, deep voice, desires connection with well managed station. Box 322S, BROADCASTING • TELECASTING.

Announcer: General staff, plus top notch sports abilities, independent and network experience. Box 323S, BROADCASTING • TELECASTING.

Situations Wanted—(Cont'd)

Announcer with part time experience, wants full time position. Good references. Available December 29th. Box 328S, BROADCASTING • TELECASTING.

Announcer-control operator-some experience network affiliate. Desires small station. Family man. Available immediately. Mel Bennett, 143½ West Washington, Brownsville, Texas.

Announcer-engineer, hold first phone. Excellent deep voice. Experienced most phases radio. Will travel. Available immediatey. Prefer telephone audition. Tape available. Dennis O'Malley, General Delivery, Hayes, Kansas.

Morning man, ten years staff, hillbilly, deep voice, draft free—phone 705-W, Morganton, North Carolina.

Five years experience, married, veteran. Hard worker. Go anywhere. Desire permanency. Announcer. 2214 No. 23rd Street, Phoenix, Arizona.

Technical

TV-studio technician, 1st class license. 15 months with major network & large independent. Experience all phases. Desire permanent position with advancement. Box 304S, BROADCASTING • TELECASTING.

Available immediately—draft exempt. 10½ months experience. 1st phone. Prefer New York City. Box 306S, BROADCASTING • TELECASTING.

Man and wife first class operators, presently employed. Want change. Available January first. South preferred. Box 310S, BROADCASTING • TELECASTING.

ENGINEER with 2 years on first class license desires position, have been chief engineer for 14 months. References. Box 327S, BROADCASTING • TELECASTING.

Experienced engineer, all phases, AM & FM wants change. Northern Ohio only, 100 per week min. Box 332S, BROADCASTING • TELECASTING.

Veteran, married — first phone. Six months experience WNYC-transmitter, studio, master control, recording, remotes. Living wage necessary. Available January 1st. Benjamin Greenberg, 2283 Coney Island Avenue, Brooklyn 23, N. Y., ES 6-8101.

Production-Programming, Others

Attention! Sport pro director, 5 years experience all phases sports. Available immediately. Send full particulars first letter. Draft exempt. Box 256S, BROADCASTING • TELECASTING.

Local newscaster gather, write, air. Now program and news director California independent. Eight years radio. Box 281S, BROADCASTING • TELECASTING.

Girl copywriter, general flunkie, wants opportunity advancement job in high, dry-climate. College town preferable. Available January 1st. Box 286S, BROADCASTING • TELECASTING.

Situations Wanted—(Cont'd)

Money-maker available. Profit sharing basis only. Built two money-makers stations. Box 296S, BROADCASTING • TELECASTING.

Experienced sportscaster, local newsman. Sales. Northeast, Midwest fulltime station. Box 312S, BROADCASTING • TELECASTING.

I am experienced in handling traffic and copy. Also record library, plus have the following qualities! Single, pretty, intelligent, industrious but no shorthand! Prefer Southeast or Midwest. Available anytime. Box 320S, BROADCASTING • TELECASTING.

Top young TV-radio production and program executive. Major network producing and directing credits in New York and Hollywood. Administrative, agency, and sales experience. Interested agency of network New York or Hollywood. Currently directing network TV. Interested switching to administration. Box 324S, BROADCASTING • TELECASTING.

For Sale

Stations

Only radio station Northwestern town 8,000 population. Grossing $72,000.00 annually, netting $22,000.00. Confidential. Box 247S, BROADCASTING • TELECASTING.

Start the new year right. Own your own station. Independents. Affiliates. All prices. Jack L. Stoll & Associates, 4958 Melrose Avenue, Los Angeles 29, California.

Equipment, etc.

Collins 3 kw FM transmitter, excellent condition. Location Midwest. Best offer. Reply Box 319S, BROADCASTING • TELECASTING.

Western Electric 357-B transmitting tubes. Guaranteed brand new. $75.00 each. All four—$275.00. Box 321S, BROADCASTING • TELECASTING.

Westinghouse type 50H6-2 50-100 kw standard broadcast transmitter. Brand new-expert packed in warehouse in Pennsylvania. May be operated at 50 kw or 100 kw in the broadcast band 550 kc to 1600 kc. Power supply 440 volts, 3-phase, 60 cycles. For sale with original guarantee and immediate delivery. Box 326S, BROADCASTING • TELECASTING.

For sale: General Radio Co. type 916-A radio-frequency bridge. Used only one set measurements. Perfect condition. $400.00. WKYB, Paducah, Kentucky.

Gates 250 watt transmitter—250-C1. Like New. Phone Mr. Lee, 6-1614, Gadsden, Alabama.

Wanted to Buy

Stations

Wanted to Buy—By reliable party, 250 or 1,000 watt station, daytime or fulltime, in North or South Carolina. All replies held strictly confidential. Send full details to Box 246S, BROADCASTING • TELECASTING.

Wanted to Buy (Cont'd)

Equipment, etc.

Complete equipment for 500 watt AM: two 180 foot self-supporting towers, transmitter, etc. WEAW, Evanston, Illinois.

Used studio equipment for a 250 W AM station. Send details to Melvin E. Whitmire, Advertising Enterprises Ltd. Evanston, Wyoming.

Miscellaneous

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

Help Wanted

Television

Managerial

TV STATION MANAGER

A leading AM station is now building its TV affiliate, the first TV station in a large city. It is looking for a thoroughly experienced man to head its TV operations, with a strong background of TV sales, programming and film buying. He will want to "pitch in" himself, as he will share in the profits. He must be able to hire and direct the sales and program personnel, and know how to produce well-rated, low-budget entertainment and public service programs. Give full particulars about your previous experience, earnings, and salary expected. All replies will be kept in confidence.

Box 314S, BROADCASTING • TELECASTING

Situations Wanted

Announcers

MORNING MAN

with 11 years experience at only two stations, looking for permanent spot. Married, wife and I want to settle in and become part of a good community. Available immediately. Wire Apt. 4, 1106 Westmorland Avenue, Norfolk, Virginia.

(Continued on next page)

WANTED "Shirt Sleeve"

SALESMANAGER

WE WANT: A "shirt-sleeve" sales manager—an aggressive salesman, willing and able to personally sell, and capable of securing maximum sales from his staff he should have similar experience, with proven results, in a multi-station market, and substantial past earnings.

WE OFFER: An opportunity of earning up to $20,000.00 or more per year, through salary and profit-sharing bonus; an opportunity to head the sales department of a solid, aggressive regional station, with billings pushing $700,000.00

IF YOU QUALIFY: Send us a complete personal resume, including references as to character and stability, annual earnings for the past 3 years, expected starting compensation, and date available. Confidential. References will be contacted only after personal interview.

Box 313S, BROADCASTING • TELECASTING

Long established company in broadcasting field interested in purchasing substantial share of VHF TV station now operating or about to be constructed. Write Box 195S, BROADCASTING • TELECASTING

Situations Wanted—(Cont'd)

Managerial

GENERAL MANAGER

AVAILABLE JANUARY 1, 1953

I am a station manager with 20 years in the business. I am interested in taking over an existing property, or building a new one in radio or television, or both. Although I am 41, my experience includes 11 years with a basic 50,000 watt network affiliated station, growing up with the property. For the past nine years I have operated a major independent in one of the country's biggest and most competitive markets. The station is now No. 1 in its area.

I have been active in industry affairs and know my way around the agencies in the East, Midwest and West Coast. Plenty of references, including present employer. Wire or write Box 216S, BROADCASTING • TELECASTING.

TV SALES
CONTACTS
NATIONAL & LOCAL

Good organizer. Extensive sales, promotion and public relations experience. Excellent employment record and references. Active in civic affairs. Age 38. Married.

Presently employed. Willing to leave New York area. Box 51S, BROADCASTING • TELECASTING.

AT special program were (l to r): J. B. Davis, sales manager, Griffin Grocery Co.; Mr. Leake; Dwight Sample, Griffin branch manager, and Pat Garner, veteran news chief of KFPW who conducts the noontime newscast.

Situations Wanted—(Cont'd)

Television

Managerial

TELEVISION PROGRAM MANAGER
Presently employed with key network affiliate in major market. Desire a change. 8 years experience in radio and TV with 5 as TV production manager. Familiar with all phases of television production operation. Put this station on the air, let me do the same for you. Top references. Box 305S, BROADCASTING • TELECASTING.

Wanted to Buy

Equipment, etc.

TV CAMERA
CHAIN WANTED
Used "IKE" of Image "ORTH" wanted for school. Condition not important. Write Mr. Kaplan, Pierce School, 52 East 19th Street, New York, N. Y.

Miscellaneous

How about Erecting, Altering, Painting your Tower-Antenna-Lights?
We're ready
J. M. HAMILTON & CO.
PAINTING • ERECTING
MAINTENANCE • YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.
316 Briland St., Tel: King 8-8230, Alexandria, Va.

Employment Service

WANT A GOOD EXECUTIVE?
Competent, reliable General, Commercial and Program Managers: Chief Engineers, Disc Jockeys, Sportscasters, other specialists. Tell us your needs today. Delays are costly.
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D.C.

WARN OPENING
Set for Holiday Season

WARN Fort Pierce, Fla., licensed to Hurricane Broadcasting Service, expects to begin operation "during the holiday season," Murray Tillman, general manager, announced fortnight ago. It has completed arrangements for ABC affiliation.

Second floor of the Arcade Bldg. has been renovated to provide studios for new outlet. WARN transmitter is located on Angle Rd. in St. Lucie County. Station will operate with 1 kw on 1330 kc. In addition to network programming, WARN will stress news, plus public service programs. Lee Lively is program director.

'Sugar Bowl' Available

ABC radio and ABC-TV is offering New Year's Day Sugar Bowl football game from New Orleans as a cooperative program presentation. Game is available for local sponsorship on radio and television. Game scheduled to start at 1:45 p.m. EST.

'COFFEE NEWS'
KFPW Marks Milestone

CLAIM has been staked by KFPW Fort Smith, Ark. to a longevity record for a newscast program—the 7,000th airing of the noontime *Polar Bear Coffee News.*

The newscast is now in its 23d consecutive year under sponsorship of Polar Bear Coffee. Station marked the milestone with a celebration enjoyed by KFPW newsmen and sponsor officials. Listeners shared in the festivities, too, with a special 30 minute round-robin interview show conducted by Harlan Judkins and Joe Roppolo of the KFPW staff.

Power of radio was told by James C. Leake, vice president of the Griffin Grocery Co., coffee manufacturers. "To say we're sold on consistent use of radio as the best advertising medium is an understatement," he told KFPW listeners. "We have 100% distribution of Polar Bear Coffee in the Fort Smith market to prove its value."

The 7,000th broadcast of the newcast was heralded with a full-page ad in the daily newspapers, recounting background of both the product and the station. Griffin bought the newscast on July 28, 1930, and has aired it daily except Sundays ever since.

Adelaide B. Melledge

ADELAIDE B. MELLEDGE, 78, producer of women's programs in the early days of radio, died Monday at her home in New York. In 1925, she founded the *Clubwomen's Hour*, and for some years was radio chairman of the New York City Federation of Women's Clubs.

NET income of IT&T for the nine months ended Sept. 30 was $6,026,403 as against $3,615,182 for the corresponding period of 1951, the management reported last week. The Board of Directors declared a dividend of $.20 per share plus an extra dividend of $.05 per share, both payable on Jan. 21 to stockholders of record at close of business last Friday.

Northwest Independent
$60,000.00

An ideal property for one or two owners. Consistently profitable, this 1000 watt independent is being operated for $2500.00 a month including a manager's salary and is grossing $5000.00 monthly. Located in a growing Northwest market. We can arrange liberal financing.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton	Lester M. Smith
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 3-4341-2	Delaware 7-2755-6	Exbrook 2-5672

MANAGER *RADIO OR TELEVISION or both*

I'm looking for a challenging position, either with an established operation or a new enterprise. I have had more than 20 years experience in broadcasting, and in almost every phase of its operations. I know sales programming. I know costs.

After a period in Federal Government (where I learned about what makes Washington tick) I am now looking for a chance to put my experience to good use on a long-term basis.

I'm community and public service-minded, stable. I know agencies and accounts, (I've been on both sides of the field.) Money is definitely an object, but the potential is more important. Prefer West Coast, but I'm prepared to go anywhere. Facts and references available on request.

Write or wire Box 262S, BROADCASTING • TELECASTING.

XUM

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH DECEMBER 18

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,375	2,358	160	250	164
FM Stations	626	583	57	9	5
TV Stations	120	98	160	989*	242

* Filed since April 14, of which 157 have been granted.

FOR TELEVISION GRANTS AND APPLICATIONS, see page 62.

Non-Docket Actions . . .

AM GRANTS

Alliance, Ohio—The Review Publishing Co. Granted 1310 kc, 1 kw daytime, DA-D. antenna 200 ft.; engineering conditions. Estimated construction cost $55,200, first year operating cost $120,000 (includes WFAH [FM] cost), revenue $120,000 (includes WFAH [FM] revenue). Applicant is licensee of WFAH (FM) Alliance. Filed Feb. 11, 1952; granted Dec. 18, 1952.

Knoxville, Tenn. — Dick Bcstg. Co. Granted 860 kc, 1 kw daytime, antenna 255 ft.; engineering condition. Estimated construction cost $32,000, first year operating cost $48,804, revenue $59,059. Principals include equal (50%) partners **James A. Dick,** former commercial manager of WBIR Knoxville, and **Marilyn M. Dick,** wife of James A. Dick. Filed Dec. 26, 1951; granted Dec. 18, 1952.

Knoxville, Tenn. — Knoxville Ra-Tel Inc. Granted 900 kc, 1 kw daytime, antenna 250 ft.; engineering condition. Estimated construction cost $10,000, first year operating cost $48,000, revenue $60,000. Principals include President **Roy S. Carr** (31%), Savannah (Ga.) City Treasurer; Vice President **Mrs. Roy S. Carr** (30%), wife of Roy S. Carr; Vice President **Thomas W. Gamble** (34%), owner of "The Review Co." Office Supply & Printing Co., Savannah, and Secretary - Treasurer **Ben Akerman** (5%), chief engineer of WGST Atlanta, Ga., and consulting radio engineer. Filed Nov. 23, 1951; granted Dec. 18, 1952.

Sparta, Tenn. — Sparta Bcstg. Co. Granted 1050 kc, 1 kw daytime, antenna 230 ft.; engineering conditions. Estimated construction cost $15,193, first year operating cost $36,000, revenue $48,000. Principals include President **Royce E. Richards** (40%), secretary-treasurer and 20% owner of WMMT McMinnville, Tenn., and Vice President **Sam J. Albritton** (59%), McMinnville (Tenn.) dentist and president and 60% owner of WMMT McMinnville. Filed Dec. 12, 1951, amended Oct. 3, 1952; granted Dec. 18, 1952.

McCamey, Tex. — Sprayberry Bcstg. Co. Granted 1450 kc, 250 w fulltime, antenna 220 ft.; engineering condition. Estimated construction cost $18,100, first year operating cost $36,000, revenue $42,000. Principals include President **Jack W. Hawkins** (40%), 50% owner and general manager of KIUN Pecos, Tex., vice president and 40% owner of KVLF Alpine, Tex., and 25% owner of KRIG Odessa, Tex.; Vice President **Gene Ray Hendryx** (20%), manager of KVLF Alpine, Tex., and Secretary-Treasurer **Barney H. Hubbs** (40%), 50% owner of KIUN, president and 40% owner of KVLF and 25% owner of KRIG. Filed June 30, 1952; amended Sept. 2; granted Dec. 18, 1952.

TRANSFER GRANTS

KSJV Sanger, Calif. — Radio Sanger Co. Granted assignment of license to **John H. Poole,** tr/as **Poole Bcstg. Co.,** for $75,000. Mr. Poole, transferee, is permittee of KPIK (TV) Los Angeles [TV GRANTS, B•T, Dec. 15], KBIG (AM) Avalon (Catalina Island), Calif., applicant for new TV stations in Sacramento and Fresno, Calif., and owner of various investments, oil and mining interests. Granted Dec. 18.

KRPO Riverside, Calif., KREO Indio, Calif., KROP Brawley, Calif., and KYOR Blythe, Calif.—Bcstg. Corp. of America. Granted involuntary assignment of licenses to **W. B. Ross,** trustee in bankruptcy proceeding. Granted Dec. 18.

KXLW Clayton, Mo. — Saint Louis County Bcstg. Co. Granted transfer of control from Lee J. Sloan, et al., to **John W. Kluge** and **Marcus Austad** for $96,000 plus purchase of notes and mortgages of corporation in amount of $41,633. Mr. Kluge is president and 53% owner of WGAY Silver Spring, Md. (Washington, D. C. suburb), sole owner of Kluge & Co. (food brokerage), Washington, president and 25% owner of New York Institute of Diatetics (diatetics school), New York City, president and 25% owner of New England Fritos Corp. (distribution of food products, Boston, and vice president of James A. Aicardi Co. (manufacturer of food products), Boston. Mr. Austad (also known as **Mark Evans**) is employed by CBS and director of Housewives Protective League for WTOP-AM-FM-TV Washington and WRVA Richmond, Va. Granted Dec. 18.

KFBB Great Falls, Mont. — Buttery Bcst. Inc. Granted transfer of control from Fred G. Birch to **J. P. Wilkins** for $147,510. Mr. Wilkins, who already has 60 shares of stock in station, is general manager of KFBB [see OUR RESPECTS TO JOSEPH PATRICK WILKINS, B•T, Nov. 17]. Granted Dec. 18.

WPOE (FM) Elizabeth, N. J.—Radio Elizabeth Inc. Granted transfer of control from Robert C. Crane, Harry P. Frank and Ralph V. Mancini to *Elizabeth Daily Journal* for $600 for 100% of common voting stock. Transferee is owner of 100% of preferred stock of WPOE (FM). Granted Dec. 18.

KSWS Roswell, N. M.—McEvoy Bcstg. Co. Granted transfer of control from Paul B. McEvoy, et al., d/b as McEvoy Bcstg. Co., to **John A. Barnett** for $90,000 for 100% interest, and, simultaneously, granted assignment of license from McEvoy Bcstg. Co. (owned by John A. Barnett after above transfer completed) to John A. Barnett, as individual. Mr. Barnett is applicant for new TV station in Roswell and independent oil producer. Dual grants Dec. 18.

WLEC Sandusky, Ohio — Lake Erie Bcstg. Co. Granted consent to involuntary relinquishment of control by Albert E. Heiser (deceased), et al., to **Jay E. Wagner,** et al. No monetary consideration. Granted Dec. 18.

WGSW Greenwood, S. C. — Radio Greenwood Inc. Granted acquisition of control by **William C. Woodall Jr., C. H. Grider** and **Mrs. O. G. Swindle Sr.** from Ed Stavens, Matthew E. Williams, R. Geise Dozier Jr., Edward J. Young and H. W. Seymour through stock transaction. Grant Dec. 18.

WKDK Newberry, S. C.—Newberry Bcstg. Co. Granted transfer of control from John F. Clarkson and Fred V. Lester to **James F. Coggins** for $10,100. Mr. Coggins, who is president and general manager of WKDK, already owns 36% interest in station. Granted Dec. 18.

WFAK Memphis, Tenn.—Radio Station WKAK. Granted assignment of license from Frank J. Keegan, d/b as Radio Station WFAK, to **Chickasaw Bcstg. Co.** for $57,500. Principals in transferee include President **E. C. Krausnick Jr.** (37½%), vice president of Tennessee Brewing Co.; Vice President and General Manager **Charles De Vois** (12½%), sales manager for WMPS Memphis; Secretary - Treasurer **Tom O'Ryan** (12½%), owner of Tom O'Ryan Advertising Agency, Memphis; **Cary Middlecoff** (18¾%), dentist, professional golfer and on advisory staff of Wilson Sporting Goods, and **George A. Coors, M.D.** (18¾%), physician. Granted Dec. 18.

KRUN Ballinger, Tex. — Runnels County Bcstg. Co. Granted assignment of license to **Walter G. Russell,** et al., d/b as **Runnels County Bcstrs.,** for $27,500. Mr. Russell (who will have 30% interest) is president of KSEL Lubbock, Tex. Granted Dec. 18.

KPDN Pampa, Tex.—Freedom Newspapers Inc. Granted transfer of control to **Coy Palmer** (50%) and **Warren L. Hasse** (50%), d/b as Top O'Texas Bcstg. Co., for $60,000. Mr. Palmer is chief announcer for KPDN and Mr. Hasse is sports editor for *Pampa News.* Granted Dec. 18.

KULE Ephrata, Wash.—Columbia Basin Bcstg. Co. Granted transfer of control from M. P. Monson, et al., to **Kirby Billingsley, Robert E. Billingsley** and **Wilfred R. Woods** for $35,000 for 290 shares of stock (100% interest). Kirby Billingsley is managing editor of *Wenatchee Daily World* and partner with his brother in ranch. Robert E. Billingsley is partner with his brother in ranch, and Mr. Woods is publisher, editor and majority stockholder of *Wenatchee Daily World.* Granted Dec. 18.

New Application . . .

TRANSFER REQUEST

KOIL Omaha, Neb. — Central States Bcstg. Co. Transfer of control from Stuart Investment Co. to **Nebraska Rural Radio Association** through sale of 1,000 shares of stock (100%) for $189,275. Transferee is licensee of KRVN Lexington, Neb., and principals include President **Jay A. Person,** Vice President **Carl Kjar** and Secretary-Treasurer **Max Brown,** manager of KRVN. Filed Dec. 12.

FCC Actions

(Continued from page 91)

change type trans.; install DA-DN, and change trans. location.

Extension of Completion Date

KROW Oakland, Calif. — Mod. CP, which authorized change in trans. location, for extension of completion date.

License for CP

WPRT Prestonsburg, Ky.—License for CP, as mod., which authorized new AM.

License Renewals

Following stations request renewal of license:

KBRS Springdale, Ark.; WJPF Herrin, Ill.; KIOA Des Moines, Iowa; KSCJ Sioux City, Iowa; KFMO Flat River, Mo.; KFEQ St. Joseph, Mo.; WRAW Reading, Pa.; WWPA Williamsport, Pa.; WGEV Greeneville, Tenn.; WDAF Kansas City, Mo.; KAND Corsicana, Tex.; KFYO Lubbock, Tex.; KTXL San Angelo; WKEY Covington, Va.

December 18 Decisions . . .

BY COMMISSION EN BANC

Change Studio Location

WAAA Winston-Salem, N. C.—Granted mod. license to change location of main studio to site outside city limits of Winston-Salem, not trans. site.

Extension of Authority

KWIN Ashland, Ore.—Granted extension of authority to remain silent for additional period of 90 days from Dec. 12, 1952, pending action on assignment to trustee in bankruptcy and sale of station. Station not to resume broadcasting without prior Commission approval.

Advised of Hearing

WRCO Richland, Wis.—Is being advised that application to increase height of vertical radiator for WRCO, indicates interference would be involved with WDLB Marshfield, Wis., KFIZ Fond Du Lac, Wis., and KPIG Cedar Rapids, Iowa, and indicates necessity of hearing.

Request Denied

WEXI St. Charles, Ill.—Denied request to reconsider Commission action of Sept. 18, 1952, in dismissing application for new AM to operate on 1560 kc, 250 w-N, 500 w-LS, and for FM station WEXI to remain silent. (FM station has been inoperative since Nov. 1951).

License Renewals

The following stations granted renewal of licenses for regular period:

KFAM-FM St. Cloud, Minn.; WEHS (FM) Chicago, Ill.; WEMP-FM Milwaukee, Wis.; WXRC (FM) Buffalo, N. Y.; WIMS-FM Michigan City, Ind.; WNAW North Adams, Mass.; WLBG Laurens, S. C.; WPRC Lincoln, Ill.; WTEL Philadelphia, Pa.; WLOG-FM Logan, W. Va.; and KICO Calexico, Calif.

Request Granted

WRLD-FM Lanett, Ala.—Granted request for waiver of Sec. 3.265 of rules for period ending June 30, 1953, to permit operation of FM transmitter by remote control from trans. site of WRLD; engineering conditions.

WVCV (FM) De Ruyter, N. Y.—Granted request for waiver of Sec. 3.265 of rules for period ending June 30, 1953, to permit operation of FM trans. by remote control from trans. site of WVCN engineering conditions.

WINL (FM) Lebanon, Ind.—Granted authority to remain silent for period of six months from Dec. 13, 1952, pending financial reorganization. Station not to resume broadcasting without Commission approval if control is transferred.

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

WTOC Savannah, Ga.—Granted motion for dismissal of application without prejudice.

Lufkin Amusement Co., Beaumont, Tex.—Granted petition insofar as it requests dismissal of application but denied request for dismissal without prejudice.

WFTW Inc., Ft. Walton, Fla.—Granted petition for dismissal without prejudice of application.

Trebit Corp., Flint, Mich.—Denied motion to quash notice of taking of depositions and for other relief filed by WJR Detroit.

By Hearing Examiner William G. Butts

Rossmoyne Corp., Harrisburg, Pa.—Granted motion to amend application for CP for new TV to submit exhibits regarding ownership of certain shares of stock in Rossmoyne; financial transactions and an exhibit consisting of letter by Allen B. DuMont Labs., Inc. containing revision of sales proposal relating to furnishing of equipment, etc.

By Annie Neal Huntting,

Hearing Examiner

Lufkin Amusement Co., Beaumont, Tex., Port Arthur College, Smith Radio Co., Port Arthur, Tex.—On Commission's own motion, continued hearing in this proceeding from Dec. 15, 1952, to Jan. 26, 1953, in order to permit adequate time for completion of necessary administrative procedures and determinations prior to commencement of hearing.

By Hearing Examiner Fanney N. Litvin

KRSD Rapid City, S. D.—Granted motion for continuance on indefinite basis, until further order of Commission, hearing now scheduled for Dec. 22, 1952, re application for mod. CP (Petition pending to reconsider designation of application for hearing).

By Hearing Examiner

Thomas H. Donahue

Harmco Inc., Sacramento, Calif., Sacramento Bcstrs., Inc., Sacramento, Calif.—Granted motion of Harmco Inc. to dismiss petition to amend application for CP for new TV and granted petition of Sacramento Bcstrs. Inc. to amend application for CP for new TV, seeking to make minor corrective changes in application.

KCRA Inc., Sacramento, Calif.—By memorandum opinion and order granted petition to amend application for CP for new TV to specify different ant. site and studio location, change cost of construction figures, make corrective changes with respect to business interests of one of stockholders and make alterations in staffing plans and program proposals.

By Hearing Examiner

Herbert Sharfman

Ridson Inc., Superior Wis., Lakehead Telecasters Inc., Duluth, Minn.—Upon oral motion of counsel for applicants, and without objection by counsel for Commission's Broadcast Bureau, ordered that further hearing in this proceeding, scheduled for Dec. 16, be continued to Dec. 29, 1952, at Washington, D. C.

December 18 Applications . . .

ACCEPTED FOR FILING

Replace Expired CP

WLON Lincolnton, N. C.—CP to replace expired CP for new AM to be operated on 1270 kc, 500 w-D.

Change Name

WSLS-TV Roanoke, Va.—AMENDED to change name to Shenandoah Life Stations Inc.

Radio Homes Count

(Continued from page 32)

Alabama (Cont'd):

Area	Total population	Total occupied dwelling units	RADIO: Number reporting	RADIO: With Radio 1950 Number	RADIO: With Radio 1950 Per Cent	RADIO: 1940 Radio Homes	TELEVISION: Number reporting	TELEVISION: With TV Number	TELEVISION: With TV Per Cent
Fayette	19,388	4,980	5,025	4,575	91.0	2,167	5,010	70	1.3
Franklin	25,705	6,522	6,485	5,985	92.3	2,630	6,450	70	1.1
Geneva	25,899	6,639	6,535	5,885	90.1	2,276	6,470	25	0.4
Greene	16,482	3,962	3,915	2,590	66.2	646	3,905	15	0.4
Hale	20,832	4,897	4,980	3,630	72.9	1,107	4,970	105	2.1
Henry	18,674	4,370	4,280	3,700	86.4	1,517	4,255	20	0.5
Houston	46,522	12,422	12,380	11,025	89.1	4,906	12,365	75	0.6
Jackson	38,998	9,515	9,315	8,375	89.9	3,981	9,325	105	1.1
Jefferson	558,928	153,546	152,705	145,345	95.2	86,706	152,405	5,510	3.6
Lamar	16,441	4,227	4,185	3,835	91.6	1,859	4,160	40	1.0
Lauderdale	54,179	14,317	14,230	13,035	91.6	5,596	14,210	100	0.7
Lawrence	27,128	6,438	6,455	5,615	87.0	2,225	6,435	95	1.5
Lee	45,073	10,662	10,550	9,205	87.3	3,214	10,555	100	0.9
Limestone	35,766	8,757	8,590	7,745	90.2	3,239	8,525	120	1.4
Lowndes	18,018	4,162	4,145	2,890	69.7	673	4,125	25	0.6
Macon	30,561	6,511	6,440	4,995	77.6	1,553	6,400	45	0.7
Madison	72,903	18,410	18,065	16,575	91.8	8,228	17,965	105	0.6
Morengo	29,494	7,314	7,240	5,165	71.3	1,535	7,250	50	0.7
Marion	27,264	6,805	6,600	6,155	93.3	2,800	6,575	85	1.3
Marshall	45,090	11,731	11,660	10,950	93.9	5,265	11,635	110	0.9
Mobile	231,105	62,138	61,415	56,175	91.5	20,856	60,995	295	0.5
Monroe	25,732	6,077	5,900	4,800	81.4	1,746	5,830	25	0.4
Montgomery	138,965	37,740	37,290	32,915	88.3	15,221	37,235	380	1.0
Morgan	52,924	14,424	14,170	13,060	92.2	7,011	14,075	65	0.5
Perry	20,439	4,676	4,515	3,235	71.7	1,117	4,500	25	0.6
Pickens	24,349	5,831	5,745	4,650	80.9	2,015	5,710	35	0.6
Pike	30,608	7,687	7,620	6,240	81.9	2,700	7,580	50	0.7
Randolph	22,513	5,744	5,800	5,115	88.2	2,410	5,765	70	1.2
Russell	40,364	9,928	9,675	7,765	80.3	3,007	9,815	35	0.4
St. Clair	26,687	6,614	6,505	5,990	92.1	3,007	6,470	95	1.5
Shelby	30,362	7,582	7,485	6,755	90.2	3,083	7,490	175	2.3
Sumter	23,610	5,547	5,545	3,985	71.9	1,128	5,535	35	0.6
Talladega	63,639	15,201	15,125	13,610	90.0	4,761	14,995	230	1.5
Tallapoosa	35,074	9,016	8,950	7,935	88.7	3,850	8,895	75	0.8
Tuscaloosa	94,092	22,142	21,765	19,855	91.2	8,794	21,665	170	0.8
Walker	63,769	16,210	16,110	14,745	91.5	8,136	16,130	355	2.2
Washington	15,612	3,609	3,545	2,675	75.5	951	3,545	10	0.3
Wilcox	23,476	5,279	5,160	3,540	68.6	1,009	5,135	40	0.8
Winston	18,250	4,548	4,465	4,145	92.8	1,771	4,455	70	1.6

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—MARYLAND

Area	Total population	Total occupied dwelling units	RADIO: Number reporting	RADIO: With Radio 1950 Number	RADIO: With Radio 1950 Per Cent	RADIO: 1940 Radio Homes	TELEVISION: Number reporting	TELEVISION: With TV Number	TELEVISION: With TV Per Cent
The State	2,343,001	641,222	632,645	610,045	96.4	396,338	628,670	169,420	26.9
Baltimore S.M.A.	1,337,373	369,225	363,740	354,265	97.4	252,619	361,155	117,585	32.6
Baltimore-Urbanized Area	1,161,852	327,660	332,595	314,930	97.6	*	320,245	104,895	32.8
Urban Places (10,000 or more)									
Annapolis	10,047	2,883	2,790	2,670	95.7	2,206	2,785	520	18.7
Baltimore	949,708	268,722	264,080	257,030	97.3	206,038	261,930	80,250	30.6
Cambridge	10,351	3,160	3,150	2,920	92.7	2,021	3,160	320	10.1
College Park	11,170	2,124	2,060	2,020	98.1	*	2,035	675	33.2
Cumberland	37,679	11,348	11,305	11,050	97.7	9,333	11,285	65	0.6
Frederick	18,142	5,313	5,200	5,100	98.1	3,758	5,155	615	11.9
Hagerstown	36,260	11,196	11,175	10,975	98.2	7,928	11,160	700	6.3
Hyattsville	12,308	3,476	3,445	3,405	98.8	1,620	3,435	1,610	46.9
Mount Rainier	10,989	3,594	3,580	3,555	99.3	1,215	3,565	1,385	38.8
Salisbury	15,141	4,637	4,530	4,410	97.4	3,128	4,530	60	1.3
Takoma Park	13,341	3,919	3,865	3,805	98.4	2,294	3,845	1,095	28.5
COUNTIES									
Allegany	89,556	25,445	25,375	24,455	96.4	18,896	25,295	170	0.7
Anne Arundel	117,392	27,876	27,620	26,495	95.9	12,156	27,470	9,175	33.4
Baltimore	270,273	72,627	72,040	70,740	98.2	34,425	71,755	28,160	39.2
Baltimore City	949,708	268,722	264,080	257,030	97.3	206,038	261,930	80,250	30.6
Calvert	12,100	2,954	2,775	2,495	89.9	1,256	2,700	350	13.0
Caroline	18,234	5,522	5,445	5,080	93.3	3,450	5,415	345	6.4
Carroll	44,907	11,336	11,255	10,900	96.8	7,950	11,225	1,655	14.7
Cecil	33,356	8,541	8,385	7,830	93.4	4,897	8,105	1,335	16.5
Charles	23,415	5,507	5,380	4,705	87.5	1,799	5,365	1,015	18.9
Dorchester	27,815	8,040	8,015	7,365	91.9	4,769	8,010	575	7.2
Frederick	62,287	16,512	16,200	15,480	95.6	11,525	16,105	1,685	10.5
Garrett	21,259	5,424	5,280	4,700	89.0	3,146	5,280	75	1.4
Harford	51,782	13,294	13,100	12,595	96.1	6,567	13,030	3,275	25.1
Howard	23,119	5,798	5,780	5,440	94.1	3,071	5,770	1,410	24.4
Kent	13,677	4,001	3,950	3,685	93.3	2,444	3,940	640	16.2
Montgomery	164,401	45,264	44,935	44,110	98.2	19,109	44,725	15,945	35.7
Prince Georges	194,182	50,799	50,245	48,735	97.0	17,644	49,960	19,905	39.8
Queen Annes	14,579	4,225	4,145	3,805	91.8	2,527	4,125	380	9.2
St. Marys	29,111	6,268	6,105	5,300	86.8	1,280	6,040	795	13.2
Somerset	20,745	5,936	5,825	5,270	90.5	3,357	5,840	35	0.6
Talbot	19,428	5,888	5,840	5,485	93.9	3,853	5,830	675	11.6
Washington	78,886	22,386	22,275	21,270	95.5	14,843	22,235	1,355	6.1
Wicomico	39,641	11,883	11,675	10,930	93.6	7,335	11,610	145	1.2
Worcester	23,148	6,974	6,920	6,145	88.8	4,001	6,880	70	1.0

* Not available.

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—MISSOURI

Area	Total population	Total occupied dwelling units	RADIO: Number reporting	RADIO: With Radio 1950 Number	RADIO: With Radio 1950 Per Cent	RADIO: 1940 Radio Homes	TELEVISION: Number reporting	TELEVISION: With TV Number	TELEVISION: With TV Per Cent
The State	3,954,653	1,197,597	1,177,455	1,121,065	95.2	832,590	1,169,465	83,445	7.1
S.M.A.									
Kansas City	814,357	256,223	250,565	243,475	97.2	180,083	248,595	16,445	6.6
St. Joseph	96,826	28,610	28,420	27,145	95.5	22,659	28,275	610	2.2
St. Louis	1,681,281	494,235	484,555	469,490	96.9	362,765	480,485	78,140	16.3
Springfield	104,823	33,067	32,730	31,315	95.7	21,599	32,605	160	0.5
URBANIZED AREAS									
Kansas City	698,350	221,559	216,905	210,930	97.2	*	214,685	14,455	6.7
St. Joseph	82,290	24,371	24,220	23,120	95.5	*	24,085	515	2.1
St. Louis	1,400,058	415,157	406,490	394,080	96.9	*	402,835	66,775	16.6
Springfield	75,549	24,185	23,990	23,020	96.0	*	23,875	115	0.5
URBAN PLACES (10,000 or more)									
Cape Girardeau	21,578	6,339	6,215	6,000	96.5	4,368	6,180	55	0.9
Carthage	11,188	3,826	3,790	3,690	97.4	2,642	3,780	45	1.2
Clayton	16,035	4,911	4,850	4,760	98.1	3,631	4,830	1,555	32.2
Columbia	31,974	7,957	7,635	7,415	97.1	4,879	7,605	45	0.6
Ferguson	11,573	3,183	3,115	3,075	98.7	1,487	3,105	650	20.9
Fulton	10,052	2,147	2,120	1,995	94.1	1,381	2,115	25	1.2
Hannibal	20,444	6,841	6,740	6,515	96.7	5,387	6,730	20	0.3
Independence	36,963	11,921	11,780	11,515	97.8	4,341	11,750	675	5.7
Jefferson City	25,099	6,656	16,460	6,300	97.5	5,215	6,465	45	0.7
Jennings	15,282	4,246	4,190	4,160	99.3	*	4,165	1,175	28.2
Joplin	38,711	13,302	13,225	12,595	95.2	9,317	13,165	90	0.7
Kansas City	456,622	148,158	144,985	140,695	97.0	109,042	143,140	9,580	6.7
Kirksville	11,110	3,576	3,520	3,420	97.2	2,766	3,500	20	0.6
Kirkwood	18,640	5,311	5,270	5,215	99.0	3,080	5,255	1,125	21.4
Maplewood	13,416	4,146	4,135	4,075	98.5	3,538	4,095	620	15.1
Mexico	11,623	3,753	3,720	3,525	94.8	2,399	3,710	35	0.9
Moberly	13,115	4,551	4,460	4,175	93.6	3,623	4,440	65	1.5
Overland	11,566	3,216	3,105	3,005	96.8	770	3,085	660	21.4
Poplar Bluff	15,064	4,479	4,315	4,065	94.2	2,421	4,300	40	0.9
Richmond Heights	15,045	4,440	4,380	4,325	98.7	3,413	4,375	995	22.7
St. Charles	14,314	4,225	4,155	3,980	95.8	2,690	4,145	595	14.4
St. Joseph	78,588	23,221	23,060	22,050	95.6	18,746	22,930	510	2.2
St. Louis	856,796	258,136	251,930	243,710	96.7	213,392	249,530	35,755	14.3
Sedalia	20,354	6,878	6,820	6,605	96.8	5,245	6,735	75	1.1
Sikeston	11,640	3,517	3,450	3,275	94.9	1,776	3,445	5	0.1
Springfield	66,731	21,927	21,735	20,890	96.1	15,950	21,630	90	0.4
University City	39,892	11,926	11,750	11,655	99.2	8,806	11,690	3,680	31.5
Webster Groves	23,390	6,634	6,470	6,360	98.3	4,622	6,450	1,335	20.7
COUNTIES									
Adair	19,689	6,214	6,090	5,750	94.4	4,731	6,065	35	0.6
Andrew	11,727	3,759	3,760	3,580	95.2	3,020	3,755	75	2.0
Atchison	11,127	3,451	3,375	3,260	96.6	2,910	3,380	35	1.0
Audrain	23,829	7,585	7,525	7,095	94.3	5,322	7,485	40	0.5
Barry	21,755	6,534	6,460	6,060	93.8	4,150	6,430	80	1.2
Barton	12,678	4,224	4,270	4,085	95.7	2,697	4,265	45	1.1
Bates	17,534	5,878	5,840	5,520	94.5	3,839	5,820	50	0.9
Benton	9,080	2,929	2,950	2,680	90.8	1,841	2,915	10	0.3
Bollinger	11,019	3,049	3,045	2,780	91.3	1,536	3,040	40	1.3
Boone	48,432	13,051	12,545	12,040	96.0	8,121	12,450	80	0.6
Buchanan	96,826	28,610	28,420	27,145	95.5	22,659	28,275	610	2.2
Butler	37,707	10,283	10,175	9,180	96.2	4,537	10,175	120	1.2
Caldwell	9,929	3,440	3,400	3,265	96.0	2,610	3,395	95	2.8
Callaway	23,316	6,100	6,050	5,605	92.6	3,804	6,040	45	0.7
Camden	7,861	2,413	2,225	2,075	93.3	1,360	2,180	10	0.5
Cape Girardeau	38,397	11,175	10,900	10,420	95.6	7,582	10,850	105	1.0
Carroll	15,589	5,024	4,965	4,740	95.5	4,044	4,955	105	2.1
Carter	4,777	1,358	1,385	1,255	90.6	719	1,380	....	0.0
Cass	19,325	6,348	6,305	5,980	94.8	4,212	6,265	210	3.4
Cedar	10,663	3,588	3,560	3,335	93.7	1,907	3,570	40	1.1
Chariton	14,944	4,820	4,715	4,445	94.3	3,722	4,660	85	1.8
Christian	12,412	3,809	3,700	3,500	94.6	2,277	3,630	40	1.1
Clark	9,003	2,909	2,905	2,725	93.8	2,062	2,885	10	0.3
Clay	45,221	14,023	13,335	12,920	96.9	7,547	13,670	725	5.3
Clinton	11,726	3,968	3,975	3,705	93.2	3,008	3,935	105	2.7
Cole	35,464	9,310	9,020	8,715	96.6	6,740	9,015	70	0.8
Cooper	16,608	5,004	4,960	4,690	94.6	3,291	4,955	60	1.2
Crawford	11,615	3,526	3,465	3,050	88.0	1,806	3,450	15	0.4
Dade	9,324	3,089	3,030	2,735	90.3	2,041	3,035	45	1.5
Dallas	10,392	3,193	3,235	2,970	91.8	1,732	3,230	40	1.2
Daviess	11,180	3,833	3,810	3,560	93.4	2,800	3,805	55	1.4
De Kalb	8,047	2,762	2,775	2,665	96.0	2,162	2,775	40	1.4
Dent	10,936	3,297	3,250	2,950	90.8	1,728	3,250	15	0.5
Douglas	12,638	3,504	3,450	3,195	92.6	1,900	3,155	50	1.6
Dunklin	45,329	12,216	12,145	11,140	91.7	6,578	12,140	125	1.0
Franklin	36,046	10,737	10,595	9,960	94.0	6,390	10,520	435	4.1
Gasconade	12,342	3,823	3,895	3,660	94.0	2,172	3,900	40	1.0
Gentry	11,036	3,718	3,735	3,525	94.4	3,023	3,725	40	1.1
Greene	104,823	33,067	32,730	31,315	95.7	21,599	32,605	160	0.5
Grundy	13,220	4,594	4,570	4,335	94.9	3,659	4,530	30	0.7
Harrison	14,107	4,651	4,580	4,350	95.0	3,600	4,560	50	1.1
Henry	20,043	6,660	6,565	6,110	93.1	4,630	6,540	105	1.6
Hickory	5,387	1,766	1,715	1,590	92.7	1,129	1,710	40	2.3
Holt	9,833	3,231	3,140	2,940	93.6	2,749	3,140	25	0.8
Howard	11,857	3,635	3,560	3,350	94.1	2,639	3,540	35	1.0
Howell	22,725	6,732	6,645	6,005	90.4	3,323	6,575	115	1.7
Iron	9,458	2,537	2,475	2,195	88.7	1,290	2,480	65	2.6
Jackson	541,035	174,204	170,730	165,895	97.2	128,680	168,795	11,370	6.7
Jasper	79,106	26,421	26,345	25,070	95.2	18,408	26,245	215	0.8
Jefferson	38,007	11,101	11,050	10,590	95.8	6,970	10,945	1,400	12.8
Johnson	20,716	6,547	6,530	6,180	94.6	4,315	6,510	120	1.8
Knox	7,617	2,528	2,540	2,285	90.0	1,926	2,545	20	0.8
Laclede	19,010	5,648	5,565	5,155	92.6	2,862	5,545	20	0.4
Lafayette	25,272	8,012	7,905	7,485	94.7	5,865	7,805	200	2.6
Laurence	23,420	7,475	7,365	6,985	94.8	4,777	7,355	45	0.6
Lewis	10,733	3,486	3,515	3,365	95.7	2,710	3,520	35	1.0
Lincoln	13,478	4,458	4,425	4,105	92.8	2,956	4,405	185	4.2
Linn	18,865	6,396	6,290	6,055	96.3	5,014	6,250	75	1.2
Livingston	16,532	5,238	5,210	4,920	94.4	3,972	5,150	40	0.8
McDonald	14,144	4,112	4,025	3,650	90.7	2,240	4,030	15	0.4
Macon	18,332	6,134	6,080	5,750	94.6	4,642	6,045	15	0.2
Madison	10,380	3,022	2,990	2,760	92.3	1,464	2,980	55	1.8
Maries	7,423	2,123	2,090	1,940	92.8	1,058	2,075	65	3.1
Marion	29,765	9,750	9,615	9,275	96.5	7,683	9,590	60	0.6
Mercer	7,235	2,419	2,345	2,255	96.2	1,882	2,325	15	0.6

XUM

Area	Total Population	Total occupied dwelling units	RADIO				TELEVISION		
				With Radio 1950				WITH TV	
			Number reporting	Number	Per Cent	1940 Radio Homes	Number reporting	Number	Per Cent
Miller	13,734	4,059	3,915	3,600	92.0	2,388	3,870	15	0.4
Mississippi	22,551	5,771	5,720	4,960	86.7	2,891	5,700	10	0.2
Moniteau	10,840	3,476	3,465	3,265	94.2	2,241	3,455	30	0.9
Monroe	11,314	3,777	3,800	3,570	93.9	2,866	3,800	25	0.7
Montgomery	11,555	3,824	3,925	3,680	93.8	2,597	3,905	30	0.8
Morgan	10,207	3,159	3,110	2,865	92.1	1,703	3,095	15	0.5
New Madrid	39,444	9,570	9,190	7,985	86.9	4,907	9,180	75	0.8
Newton	28,240	8,594	8,505	7,890	92.8	5,250	8,475	75	0.9
Nodaway	24,033	7,299	7,155	6,895	96.4	5,709	7,135	70	1.0
Oregon	11,978	3,423	3,350	3,015	90.0	1,750	3,345	45	1.3
Osage	11,301	3,042	2,990	2,740	91.6	1,523	2,980	20	0.7
Ozark	8,856	2,402	2,385	2,125	89.1	1,143	2,390	25	1.0
Pemiscot	45,624	11,778	11,365	9,770	86.0	6,167	11,345	70	0.6
Perry	14,890	3,996	3,920	3,730	95.2	2,472	3,910	65	1.7
Pettis	31,577	10,354	10,195	9,745	95.6	7,584	10,080	120	1.2
Phelps	21,504	6,089	6,025	5,585	92.7	2,827	5,955	40	0.7
Pike	16,844	5,583	5,440	5,035	92.6	4,088	5,440	85	1.6
Platte	14,973	4,575	4,450	4,175	93.8	2,976	4,465	210	4.7
Polk	16,062	5,121	5,095	4,845	95.1	3,007	5,060	60	1.2
Pulaski	10,392	3,219	3,200	2,940	91.9	1,852	3,190	25	0.8
Putnam	9,166	3,024	2,865	2,725	95.1	2,167	2,860	15	0.5
Ralls	8,686	2,786	2,780	2,600	93.5	2,071	2,770	30	1.1
Randolph	22,918	7,841	7,680	7,140	93.0	5,891	7,660	75	1.0
Ray	15,932	5,375	5,285	5,050	95.6	4,079	5,280	115	2.2
Reynolds	6,918	1,861	1,770	1,565	88.4	924	1,750	45	2.6
Ripley	11,414	3,246	3,085	2,665	86.4	1,550	3,090	25	0.8
St. Charles	29,834	8,471	8,435	7,985	94.7	5,207	8,405	975	11.6
St. Clair	10,482	3,522	3,560	3,315	93.1	2,136	3,550	40	1.1
St. Francois	35,276	9,792	9,805	9,425	96.1	6,758	9,720	555	5.7
St. Louis	406,349	114,491	112,670	110,510	98.1	68,339	111,910	25,290	22.6
St. Louis City	856,796	258,136	251,930	243,710	96.7	213,392	249,530	35,755	14.3
Ste. Genevieve	11,237	2,966	2,985	2,855	95.6	1,739	2,985	175	5.9
Saline	26,694	8,027	7,950	7,525	94.7	6,018	7,895	100	1.3
Schuyler	5,760	1,936	1,895	1,770	93.4	1,593	1,900	20	1.1
Scotland	7,332	2,522	2,580	2,435	94.4	1,924	2,575	25	1.0
Scott	32,842	9,195	9,070	8,460	93.3	5,428	9,080	55	0.6
Shannon	8,377	2,350	2,310	2,070	89.6	1,364	2,290	75	3.3
Shelby	9,730	3,456	3,495	3,335	95.4	2,559	3,490	25	0.7
Stoddard	33,463	9,002	8,925	7,890	88.4	4,549	8,855	90	1.0
Stone	9,748	2,837	2,810	2,425	86.3	1,466	2,795	25	0.9
Sullivan	11,299	3,697	3,620	3,430	94.8	2,644	3,600	10	0.3
Taney	9,863	2,958	2,950	2,680	90.8	1,401	2,935	40	1.4
Texas	18,992	5,572	5,380	4,870	90.5	2,662	5,350	50	0.9
Vernon	22,685	6,760	6,735	6,430	95.5	4,778	6,660	75	1.1
Warren	7,666	2,368	2,385	2,175	91.2	1,364	2,380	70	2.9
Washington	14,689	3,905	3,845	3,195	83.1	1,864	3,845	60	1.6
Wayne	10,514	2,896	2,825	2,405	85.1	1,505	2,815	10	0.4
Webster	15,072	4,544	4,525	4,290	94.8	2,857	4,460	20	0.4
Worth	5,120	1,673	1,645	1,580	96.0	1,354	1,635	5	0.3
Wright	15,834	4,776	4,625	4,270	92.3	2,497	4,400	85	1.9

* Not available.

TV Hearings—Cascade to Amend

(Continued from page 64)

was scheduled to resume the Duluth-Superior vhf Ch. 6 hearing last Tuesday but the case was continued until Dec. 29. The Duluth-Superior vhf Ch. 3 proceeding is scheduled Feb. 17.

Examiner Hugh B. Hutchison presided over further hearing of the Wichita vhf. Ch. 3 hearing last week and it was not known whether it would be continued this week or recessed over the holidays. His Wichita vhf Ch. 10 case is to begin Feb. 10.

Examiner Thomas H. Donohue began the Sacramento, Calif., vhf Ch. 10 hearing last Monday and will continue the case most of this week. Contestants are KFBK and Sacramento Telecasters Inc., the latter recently amending its application to alter its proposed tower to meet state antenna restriction [B•T, Dec. 1].

Early Thursday morning, prior to the Ch. 10 proceeding, Examiner Donohue met with Sacramento Ch. 3 applicants to receive stipulations of the engineering evidence. To commence following conclusion of the Ch. 10 case, the Ch. 3 contestants include KXOA, KCRA and KROY. KCRA was given consent to amend to show new site while KXOA also was allowed to amend. KROY, meanwhile, dropped its proposed amendment.

No dates are set for the Sacramento uhf Ch. 40 and Ch. 46 hearings.

The Harrisburg, Pa., uhf Ch. 27 hearing is scheduled Jan. 5 before Examiner William G. Butts.

The uhf Ch. 29 hearing for Canton, Ohio, begins Jan. 12 before Examiner Fanney N. Litvin. She concluded the Fort Wayne, Ind., uhf Ch. 33 proceeding a fortnight ago [B•T, Dec. 15].

CONTRACT for WMTR Morristown, N. J., program *Lillian Ray at the Hammond Organ*, was renewed last week by the Morristown Trust Co. On same day, station celebrated its fourth anniversary. Smiling are (l to r) Mrs. Ray; Bob Mack, program announcer, and George Munsick, trust company president.

Program Probe Continuance Urged

(Continued from page 58)

and educational programs will avoid the complaints that have been advanced against comedy and variety shows on the one hand and crime shows on the other hand," the subcommittee said. "Furthermore, increasing emphasis on cultural and educational programs on the part of commercial television stations and commercial networks might make possible a considerable degree of decentralization of television programs," it added.

It was understood that this was a reference to the allegation that immoral and offensive programs generally were network originations from large metropolitan cities where the level of propriety was not as high as in smaller cities and rural areas.

The subcommittee also recommended that the question of improper or offensive advertising on the air might be dealt with on a case-by-case basis. This, it was hoped, might develop into an "adequate common law" of radio and TV advertising. The subcommittee also urged more praise for "good" commercials and said it might serve a greater purpose than criticism.

Example Given

Among the examples of improper advertising, the subcommittee said it meant "impersonation of professional personnel for the purpose of endorsing the products advertised, or direct selling by 'pitch men,' or unduly frequent repetition of advertising slogans."

Qualification that its conclusions should not be considered hard and fast was made by the subcommittee at the very start of that section of its report. It referred to the "growing pains" of TV and the fact that the TV Code only went into operation March 1 of this year.

"It is an understatement and somewhat trite to observe that television is a rapidly growing medium of communication. Nevertheless, it is necessary to put down this observation right at the start because the rapid growth of television is the very reason why no lasting judgments and conclusions can be formed at this juncture with respect to the subject matter under study," the subcommittee said.

The seven-man FCC subcommittee of the House Commerce Committee which investigated radio-TV programs included, in addition to Rep. Harris, the following members:

Democratic Reps. Arthur G. Klein (N. Y.), F. Ertel Carlyle (Pa.), Homer Thornberry (Tex.), and Republican Reps. Joseph P. O'Hara (Minn.), J. Edgar Chenoweth (Col.) and Harmar D. Denny Jr. (Pa.).

Rep. Gathings' resolution (H Res 278) called on the subcommittee to investigate radio and TV programs "to determine the extent to which radio and television programs currently available . . . contain immoral or otherwise offensive matter, or place improper emphasis upon crime, violence and corruption. . . ."

Vast majority of the witnesses objected to beer and wine advertising on the air. Next in number were those who protested against what they claimed was a plethora of crime and horror programs on the air. Few complaints were made about indecent performers or programs, and there was general agreement among the witnesses that low necklines had ceased dropping and were, in fact, moving up to more modest levels following the adoption of the TV Code.

The subcommittee reported that it had received more than 1,200 letters and other communications from the public on the subject of radio and TV programming.

It was also understood that, although Rep. Harris and members of the subcommittee are the regular FCC subcommittee of the House Commerce Committee, under previous Republican control of the House in the 80th Congress, no standing subcommittees were established. It is therefore impossible to tell who might head the radio-TV program probe if it is decided to continue it.

Rep. O'Hara is the ranking GOP member of the subcommittee at the present time. Rep. Denny, the third Republican on the subcommittee, failed to be re-elected last month. The other Republican member of the subcommittee is Rep. Chenoweth.

HILL INQUIRY

Fellows Lauds 'Fairness'

NARTB President Harold E. Fellows, in an announcement issued last week, expressed his gratification at the fairness of the Harris subcommittee which investigated radio-TV programs. He also expressed the belief that the hearings gave committee members more of an insight into broadcasters' problems than they had before.

Text of Mr. Fellows' statement is as follows:

Although we have not had time to study thoroughly the report of the FCC subcommittee of the House Interstate & Foreign Commerce Committee, we are grateful to Chairman Harris and his colleagues for the fair and impartial manner in which they conducted the inquiry. I believe the committee members would agree that the hearings afforded them an opportunity to learn more about the operational problems with which broadcasters must contend. For our own part, as broadcasters, the forum made it possible for our industry to learn at first hand the nature of the public's reaction to broadcasting as it is reflected in the reports made to Congressmen by their constituents. Such friendly exploration, within proper limits, can only be helpful and constructive.

WTTM Trenton to broadcast announcements of schools closing due to winter weather on morning programs beginning at 6 a.m. and lasting until 9 a.m.

at deadline

EDUCATIONAL TV SHOULD BE 'NONCOMPETITIVE'

EDUCATIONAL TV stations should not be competitive with commercial broadcasters. That was one of three principles enunciated by California Gov. Earl Warren at Conference on Educational TV at Sacramento last week.

". . . there should be no commercial aspect in the programs and no competition with commercial stations," California governor said. "I say this because some people undoubtedly will have concern lest educational television become competitive with private enterprise."

Other principles submitted by Gov. Warren were (1) program policies and content should be determined solely by educators, and (2) educational stations should be kept independent of station administration, like public schools.

Gist of Gov. Warren's talk was place of educational TV as complementary to regular school teaching and its promise for adult education and for shut-ins.

Meanwhile, Joint Committee on Educational TV announced appointment of E. Arthur Hungerford, TV commercial manager, General Precision Lab., as consultant to JCET to advise school and educational TV broadcasters on engineering phases of construction and operation.

GROUP D GRANTS

FCC Friday afternoon wired eight more prefreeze television stations that their applications for maximum power had been granted. Those receiving permission to boost ERP to 100 kw visual are:

WBZ-TV Boston, Mass., granted ERP 100 kw visual, 50 kw aural, antenna height above average terrain 530 ft.

WCCO-TV Minneapolis, Minn., granted ERP 100 kw visual, 50 kw aural, antenna height above average terrain 540 ft.

KMTV (TV) Omaha, Neb., granted ERP 100 kw visual, 50 kw aural, antenna height above average terrain 590 ft.

WOW-TV Omaha, Neb., granted ERP 100 kw visual, 50 kw aural, antenna height above average terrain 580 ft.

WBTV (TV) Charlotte, N. C., granted 100 kw visual, 60 kw aural, antenna height above average terrain 1,070 ft.

KRLD-TV Dallas, Tex., granted ERP 100 kw visual, 50 kw aural, antenna height above average terrain 460 ft.

KEYL (TV) San Antonio, Tex., granted 100 kw visual, 50 kw aural, antenna height above average terrain 440 ft.

WOAI-TV San Antonio, Tex., granted 100 kw visual, 50 kw aural, antenna height above average terrain 480 ft.

It also was understood that KHQ-TV Spokane, Wash., had received permission to begin commercial operation.

AVCO DIVIDEND

AVCO MFG. CORP., New York, declared quarterly dividend Friday of $0.56¼ per share on $2.25 cumulative convertible preferred stock, payable Feb. 2 to holders of record Jan. 16, 1953.

CLAY HONORED

HENRY B. CLAY, executive vice president-general manager of KWKH-AM-FM Shreveport, La., has been honored as "Young Man of the Year" by Shreveport Junior Chamber of Commerce. James S. Van Sickle, KWKH news director, was among three runners-up who received certificates of achievement.

Business Briefly

(Continued from page 5)

advertising. Radio and TV will share in overall billings, estimated at $500,000.

CHESTERFIELD SWITCHES ● Liggett & Myers Tobacco Co. (Chesterfield Cigarettes), dropping its *Gangbusters*, which alternates with *Dragnet*, Thurs., 9-9:30 p.m., NBC-TV, and replacing it with weekly sponsorship of *Dragnet*, effective Dec. 25. Cunningham & Walsh, N. Y., is agency.

PAINT CAMPAIGN ● Ecoff & James, Philadelphia (advertising agency), planning spring radio announcement campaign for paint client, starting March 16 and using 52 spots in limited number of markets.

KEN MURRAY SPONSOR ● Bristol Myers Co., New York, will sponsor *Ken Murray Show* and *Alan Young Show* on CBS-TV on alternate Sundays, 9:30-10 p.m. EST, starting Feb. 8. Agency is Doherty, Clifford, Steers & Shenfield, New York.

PARTICIPATIONS ● Florida Citrus Exchange, through Jacobs Agency, N. Y., buying participations in New England area starting Jan. 5 for 13 weeks.

WEIGHTMAN DRIVE ● Weightman Inc., Philadelphia advertising agency, is preparing radio spot announcement campaign, using scattered northeast markets, on behalf of dog food account. Campaign to start early January.

EMBASSY SPONSORS ● P. Lorillard Co. (Embassy cigarettes), N. Y., to sponsor *Club Embassy* featuring songstress Mindy Carson on NBC-TV, Tues., 10:30-45 p.m., effective Dec. 30. Lennen & Newell, N. Y., is agency.

THEATRES WARNED

NBC said Friday it had warned motion picture theatres that they may not show NBC's telecast of New Year's Day Rose Bowl football game in their theatres. Warning, inspired by reports of unauthorized theatre pickups of last Rose Bowl telecast, was contained in letter sent by L. S. Frost, NBC Hollywood public relations director, to major exhibitors' trade associations. Letter said in part:

"Any unauthorized exhibition of the telecast would be in violation of theatre television rights owned and reserved by the Pacific Coast Intercollegiate Athletic Conference and the Pasadena Tournament of Roses Assn. And also of similar rights and certain other proprietary rights of the NBC."

PEOPLE . . .

ALAN W. GOLDMAN, Benton & Bowles, New York, to Sullivan, Stauffner, Colwell & Bayles, same city, in copy department.

GUS KRUTTSCHNITT, sales manager WMMW Meriden, Conn., promoted to general manager, succeeding Alex Buchan, resigned.

ERIK ISGRIG has joined Zenith Radio Corp, as director of advertising. Immediately prior to joining Zenith, he was account executive with Earle Ludgin & Co., Chicago. Mr. Isgrig also has served with Young & Rubicam and with Sorensen & Co., Chicago.

BERTHA KURTZMAN, operations manager of ABC-owned WJZ-TV New York, named acting program manager effective today (Monday), Paul Mowrey, who is moving from program director to station manager (earlier story page 33), announced Friday. Miss Kurtzman joined ABC in 1942 after serving with NBC since 1937.

ABC AND UPT OBJECT

OBJECTION to request of FCC's Broadcast Bureau that allocation of time for Jan. 5 oral argument on ABC-United Paramount Theatres Inc. merger and other phases of Paramount case [B•T, Dec. 15] be revised was filed Friday by ABC and UPT.

Broadcast Bureau last week asked FCC to change lineup for oral argument so that DuMont and Paramount would have 15 minutes each, and Broadcast Bureau 30 minutes on control issue; Paramount and UPT 80 minutes and Broadcast Bureau 60 minutes on renewals and transfers, and ABC and UPT 60 minutes, DuMont 30 minutes and Broadcast Bureau 30 minutes on merger. FCC originally set up one hour for each of parties, totaling 5½ hours of argument.

ABC and UPT asked that FCC original plan be followed, opposed special allocation of time for DuMont in discussion of merger issues.

INDIANA U. TV

LIVE video shows will be aired from Indiana U. campus beginning next month in TV training expansion planned by Elmer G. Sulzer, new university director of radio and TV communications. School now presents five programs weekly over WTTV (TV) Bloomington. With new equipment planned, at least six educational shows are planned weekly over WTTV, Mr. Sulzer said. "Indiana University has decided to provide for students laboratory training through cooperative agreements with commercial station," he explained, adding that "the alternative is the far more expensive method of application for one of the allotted educational television channels and building a station."

WKOK BONUS CBS STATION

WKOK Sunbury, Pa., 250 w on 1240 kc, joins CBS Radio as bonus station to WWPA Williamsport, Pa., on Jan. 1, bringing affiliates total to 216, William A. Schudt Jr., CBS Radio's national director of station relations, announced Friday. Station, owned by Sunbury Broadcasting Corp. with Homer Smith as general manager, also is affiliated with ABC and spokesmen for that network said they had not received cancellation notice.

XUM

Never put a ceiling on what WLW-TELEVISION can do for YOU...

WLW is radio's most famous merchandising and promotion organization.

Now, to WLW-Television, comes this same know-how . . . experience . . . vigor . . . But Expanded!

It's the WLW-Television Client Service Department . . . with 20 . . . yes, *20* complete and distinct services . . . all at work *for you!*

1. *WLW-Television-Albers Shopper Stopper Plan.*
2. *WLW-Television-Kroger's "POP" (Point-of-Purchase) Plan.*
3. *WLW-Television-Eavey's Supermarket "POP" Plan.*
4. *WLW-Television-Gray Drug Chain "POP" Plan.*
5. *WLW-Television-Gallaher Drug Chain "POP" Plan.*
6. All-inclusive promotion campaigns.
7. Newspaper advertisements.
8. On-the-air promotions.
9. Cab Covers.
10. Car Cards.
11. Newsstand Posters.
12. Newstruck Posters.
13. Retail Trade Mailings.
14. Jobber, broker, wholesale trade Mailings.
15. Specialty publicity releases.
16. Tie-in with national promotions.
17. Promotion consultation service.
18. Client rating service.
19. Client follow-up reports.
20. Client television market research department.

The Client Service Department is your creative assault unit in the WLW-Television coverage area . . . doing for your product everything . . . from holding dealer meetings to jet-rocketing your sales charts with point-of-purchase action!

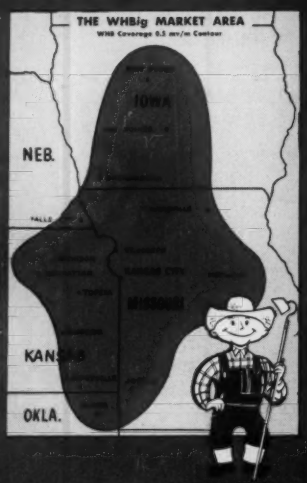
Plussing your advertising dollar . . . many fold!

WLW Television

WLW-T CINCINNATI **WLW-D** DAYTON **WLW-C** COLUMBUS

Sales Offices: Cincinnati, Dayton, Columbus, Chicago, New York, Hollywood

The Swing is to WHB in Kansas City



WHB

CLUB 710—
With "Oil" Wells as Master of Ceremonies

His name is really Earl Wells—but a voice as smooth as oil, modulated to perfection—has earned him the nickname of "Oil." Monday through Friday, from 2 p.m. to 4:45 p.m., "Oil" presents the latest popular records—and the old standard tunes. Two solid hours and 45 minutes of wonderful listening, with short, cryptic introductions that make the program "mostly music." Each show features the "Top Twenty" tunes of the week as reported by *Billboard*, *Variety*, *Cash Box*, a poll of local record shops, and the WHB Consensus. A wonderful time-segment for participating announcements—"live" or minutes, transcribed. On one afternoon a week representatives of the leading phonograph record companies bring "Oil" their newest records (never before heard on the air in Kansas City)—and present them personally for their "premiere" in the area.

WESTERN MUSIC ROUND-UP TIME ON THE WHB RANGE

Popularity of this musical slice of western music (with the tunes at noon) has caused its extension from 11:45 a.m. until 2 p.m., Monday through Friday. Music from "Triangle D Ranch" by the best-known western music recording stars, plus Don Sullivan, WHB's "International Singing Cowboy," in person—with Bonnie Lou Williams, Rusty Rail, Deb Dyer, and other WHB favorites. If you still do not know the many fine reasons why you should use WHB for your share of programming profits, you'll find a WHB representative conducting daily interviews and operations this new style radio show, humorously known as "The WHB Boogie Woogie Cowboy."

50,000 WATTS IN KANSAS CITY'S OLDEST CALL LETTERS

WHB VARIETIES—
Radio's Answer to TV

The finest music, known to listeners at ORIGIN Radio and bring it right into one's home to watch as well as enjoy [illegible]! Variety is the keynote. Live recordings (no jazz)—[illegible] entirely, plus unique musical [illegible] selections. Observations [illegible] musical events, [illegible] movie previews, [illegible] and special "guests." Monday through Friday, five to half-hour programs, judgment in programming [illegible] Kansas City. [illegible] plus the superb showmanship of [illegible] Ulmer, who [illegible] intrigue. Dignified approach [illegible] on a participating basis which allows only one announcement within a full-hour program. A premium upon [illegible] supplier products! You'll see why it's "Radio's best night time buy!"

PETE SANDERS' LIVE PROGRAM!

[illegible] by Sanders Lee in his pleasant style

WHB ROGUES CLUB

[illegible] Show." It [illegible] to Uncle Andy [illegible] presenting the [illegible] in [illegible] popular [illegible] and [illegible] Uncle Andy and his terrific [illegible] and humor. Available for participating announcements. Add [illegible] Sanders and Rogues [illegible] Kansas City [illegible] this [illegible] [illegible] wall-hanging, or record [illegible] being their favorite [illegible] home" records on the show and announce them.

XUM